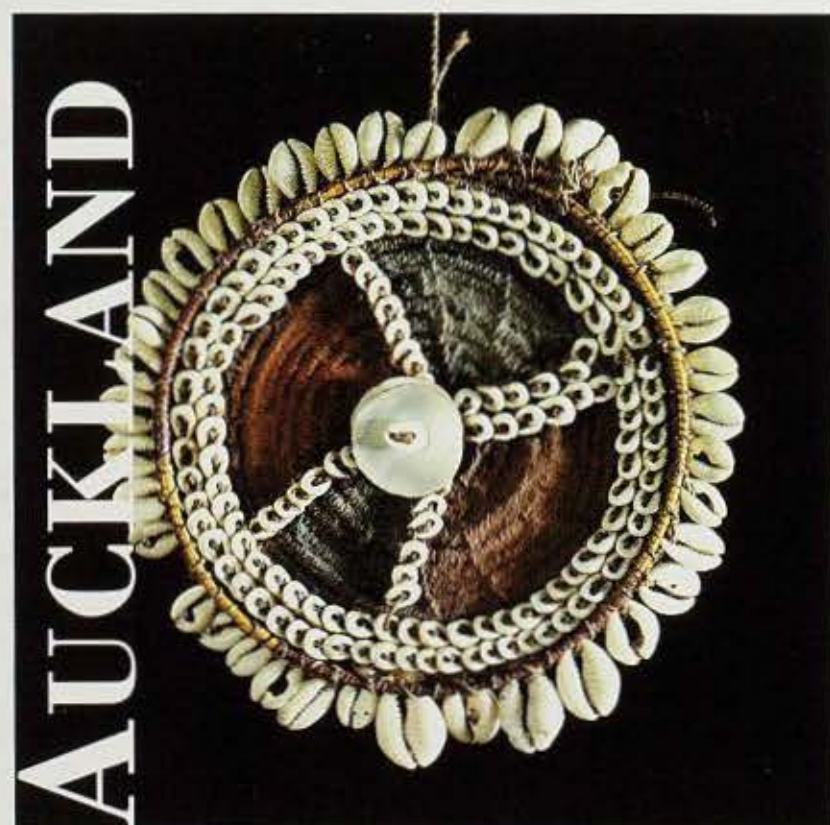
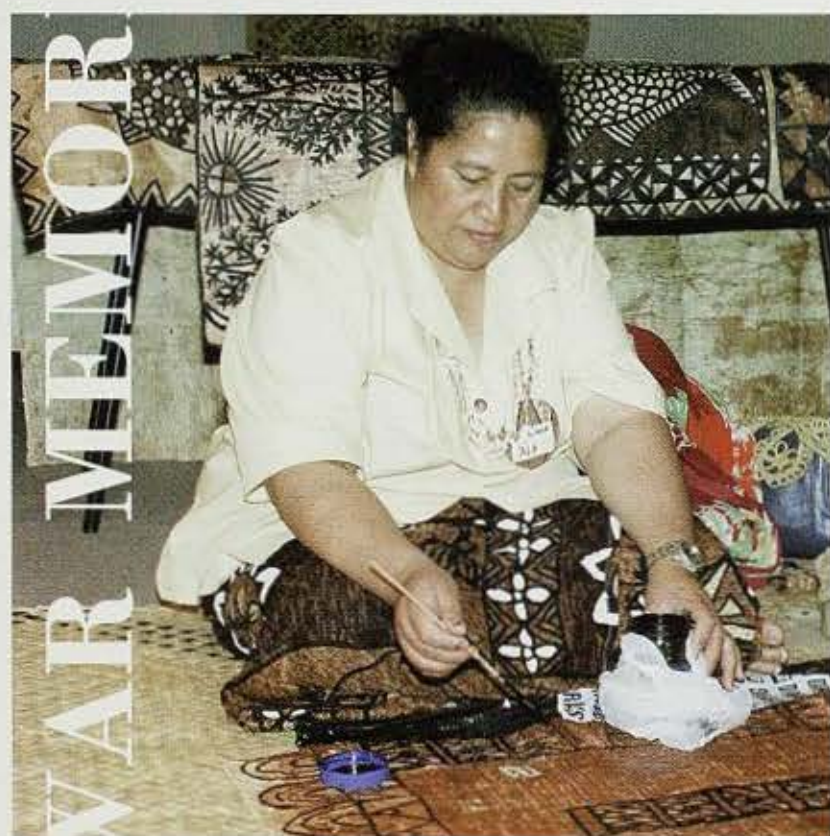
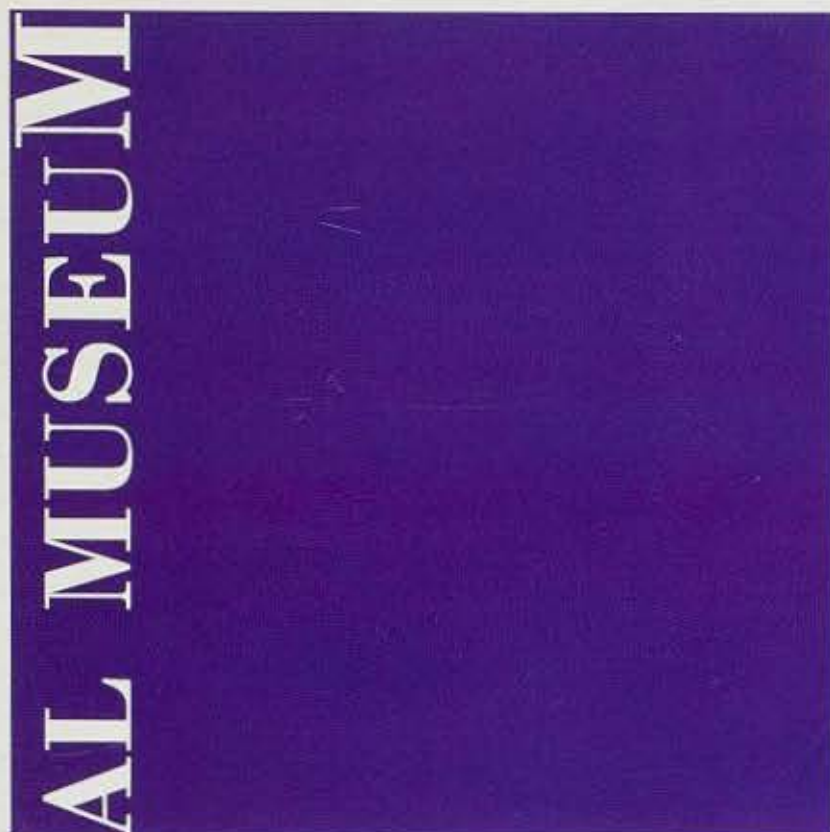


AWMM Ann Report
2001 to 2002

AL MUSEUM

WAR MEMOR

AUCKLAND



Annual Report
2001/2002



AUCKLAND WAR MEMORIAL MUSEUM

OUR VISION

to be the

HEART OF OUR CULTURE

presenting

REAL TREASURES, REAL TALES

CELEBRATING OUR HERITAGE

INSPIRING OUR FUTURE

OUR MISSION

CARING FOR TREASURES

GATHERING KNOWLEDGE

SHARING KNOWLEDGE

FOR THE ENJOYMENT AND ENLIGHTENMENT OF
AUCKLANDERS AND THEIR VISITORS

OUR VALUES

GUARDIANSHIP/KAITIAKITANGA

SCHOLARSHIP

ACCESSIBILITY

EXCELLENCE

OPENNESS AND INTEGRITY

RESPECT FOR CULTURAL DIVERSITY

RESPECT FOR THE TREATY OF WAITANGI

HONOUR FOR THE WAR DEAD

INSPIRATION TO OUR COMMUNITIES

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CHAIRMAN'S REPORT

The year in review has been particularly satisfactory. Principal milestones have been the commencement of celebrations of 150 years of the Museum's service to Auckland and the Nation, and the Government announcement of a major funding contribution to the Museum's planned 'Stage II : Completion Project'. This decision was critical in providing the catalyst to turn our dreams into realities.

Few could have realised, in 1852, when John Smith opened the first Museum in a two-room farm cottage in Grafton Road, that Auckland Museum would grow into the internationally esteemed institution that it is, with its rich collections and high visitation. One hundred and fifty years and four locations later we celebrate a magnificent legacy of collecting, scholarship and education, and play a key role in helping Aucklanders understand their identity, and in-bound visitors understand us.

How appropriate then, in this milestone year, that Government could announce their decision to provide \$23,500,000 (excluding GST) towards the \$46,500,000 (excluding GST) cost of completing the Stage II, six-storey infill structure in the Museum's courtyard and its associated two-level underground car park. Only once since the Museum moved into its war memorial building in 1929, has a significant addition been built. The new project will add some 9000m² of usable floor area (excluding the car park) and address all of the outstanding problems of collection storage, workshops, service facilities, education and special exhibition spaces, theatre and many other shortcomings which have hampered the Museum's ability to provide properly for its collections and visitors. The Trust Board wishes to record its considerable gratitude to Government for this magnificent support and for the Prime Minister,

the Rt Hon Helen Clark's, personal support.

Our performance report contained elsewhere in this document records a highly satisfactory year of achievement against the performance targets set last year.

Immediately following the September 11 terrorist attack on the World Trade Centre and the Pentagon, and the Ansett collapse, the management reforecast the 2002 financial year and recommended actions to preserve a small surplus and protect the Museum against an anticipated decline in tourism to New Zealand. A freeze on recruitment and a spending ceiling of 90% of operating and advisory cost budgets was established.

In the event, we did not achieve targeted visitor numbers but in February the recruitment freeze was lifted and ongoing operational costs were allowed to return to budget. The measures taken from late September to the end of January contained expenses more than the actual downturn in revenue so that an operating surplus of \$155,000 is reported for the financial year.

A wide range of temporary and special exhibitions were held as outlined in the Director's report.

During the 2001/2002 year the Trust Board sold the investment property funded by the Edward Earle Vaile Trust for its valuation of \$850,000 because it wished to invest in a better located property with more potential for capital appreciation. The funds realised from the sale are on short-term deposit awaiting the identification of a suitable property.

It is pleasing to see the success of cultural performances in showing our visitors Maori culture in such an entertaining way. The Trust Board thanks Te Kawautikitiki Trust and the Manaia group for the performances.

Special purpose activities have received

distributions from the Chisholm Whitney Trust \$107,445, Disney Art Trust \$56,793, and ASB Community Trusts \$107,083. In accordance with its investment policy, the Russell Funds have been valued at 30 June, and the downturn in international equity markets has decreased the value of investments by \$211,000. In accordance with the Trust Board's accounting policy, which is explained in detail in the financial accounts, collection purchases of \$179,000 have been written off.

On 2 July, the Museum reopened its Library after restoration, refurbishment and modernisation. A highly satisfactory new Library has been achieved, with improved access via a "Pictorial Gallery" from the main public galleries. This project completed the few remaining refurbishment works within

the existing building that were not part of the Stage I, 1994-99 refurbishment. Accordingly, the way was cleared for the major additions of the Stage II project. It is hoped that further financial support will be gained to enable the project to commence on-site at the beginning of September 2003.

The Board congratulates the Director and staff for their significant achievements in obtaining funding (both for capital works and research), mounting exhibitions, providing quality publications and in successful financial management.



B T W Anderson
Chairman

DIRECTOR'S REPORT

In readiness for the Christmas book buying trade, the Museum, and its co-venture publishing partner David Bateman Publishers, published the handsome volume *150 Treasures*. Edited by Head of Collections Management, Oliver Stead, co-authored by a wide staff team, and beautifully illustrated by Museum Photographer Krzysztof Pfeiffer, this elegant book provides a warm and engaging account of the Museum's 150 years of collecting activity, and a wonderfully eclectic insight into our splendid collections. It was, of course, published as a celebration of the Museum's sesquicentennial.

A little later in the 2002 year, the exhibition *More than a Mummy* was opened. It parallels *150 Treasures* as one of the principal activities in the Museum's birthday year and mirrors the book with an engaging account of a century-and-a-half of collecting.

While these two achievements focus strongly on the birthday theme which dominated the second half of the 2001/2002 year, they are but part of a very comprehensive year of activity.

The exhibition programme has been dominated by the big shows such as *Vodafone Body Art* (which included components from the Australian Museum but also exhibitions from Joanne Gair, Buggy G. Riphead and Arno Gasteiger), and John Pilger's *Reporting the World* (which attracted an audience 63% greater than budget). While these exhibitions attracted high profile and strong visitation, they were accompanied by many other small exhibitions which rounded out the Museum's offerings, ensuring that the programme was available for a wide range of audiences and interests.

The registration and curatorial processes which follow the arrival of objects into the collections were made public in an exhibi-

tion, *When a Gift Arrives*. Using the donation of a vast collection of Irian Jaya and West Papua artefacts from Todd Barlin of Sydney as a catalyst, *When a Gift Arrives* allowed visitors to witness the unpacking, numbering, documentation, recording, conservation and other work which is normally carried out far from the scrutiny of the public.

The depth and breadth of the Pictorial Collections was revealed in the inaugural exhibition in the new Pictorial Gallery, *Tip of the Iceberg*. Photography, paintings, works on paper, maps, manuscripts, naval architectural and architectural drawings, and other graphic and pictorial objects produced an amazing indication of the range and quality of the Auckland pictorial collections which have not been widely seen in the past.

Other collection-based thematic exhibitions included the *James C Fenton Collection of English Pewter*, *Snap Happy : inside the family photo album* and *Ferns and Folk*. Artist Maureen Lander's installation, *Glorified Scales* drew upon the Museum's Ornithology, Ethnology and Pictorial collections in a multimedia exhibition exploring the relationship between people, birds, images and words. *Ice and Fire*, a photographic exhibition featuring New Zealand's contribution during the Korean War from 1950 to 1953, supported the Museum's responsibilities as a war memorial.

On a similar note, New Zealand World War II Army photographer, Howard Paton, was the subject of the first exhibition under the *New Zealand Herald* sponsorship of the Museum; *Private Patons Photos - North Africa 1941-42*. The *Herald*, one of Auckland's original citizens, joined the Museum in celebrating its 150th birthday with sponsorship support of a series of photographic exhibitions.

Sponsorship continued to be provided by

NZI Insurance (*More than a Mummy*), Vodafone (*Vodafone Body Art*) and the Museum's founding sustaining sponsor, Montana Wines. Indeed Vodafone's sponsorship has been nominated a finalist in the NBR Sponsorship Awards. We are profoundly indebted to our sponsors, without whom these programmes would not be possible. Sponsorship has never been more difficult to secure, and the Museum is grateful for the generosity of those companies who support us.

On the subject of awards, I am delighted to be able to record the awarding of the 'Best First Book – Non Fiction' prize in the Montana Book Awards to the Museum's Tumuaki Maori, Dr Paul Tapsell for his book *Pukaki: A Comet Returns*. The Collections Management Section team are also to be congratulated for their success in attracting grant and research funding well ahead of target. The Museum's collaboration with the University of Auckland has resulted in some of this success and the relationship with the University continues to extend and empower the Museum in its scholastic endeavours. We are grateful to those funders, to the Lottery Grants Board and to the University for their part in this success.

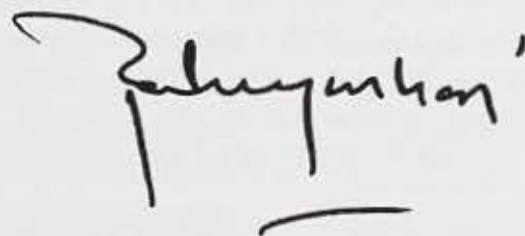
For the second year in succession more meaningful resources have been made available for staff training. An annual training programme is put in place as the beginning of each year designed to improve the competencies of the staff team as a whole as well as develop the potential of individuals.

Coupled to an institution-wide performance setting and measurement process, this programme is developing staffing competencies to match the ever increasing, and rapidly changing needs of our visitors and other customers.

During the year Malcolm Ryan joined the staff team as Project Manager. To Malcolm

falls the responsibility of delivering major, non-Stage II, projects such as gallery renewals, multimedia, lighting and building services projects. The first significant task has been the replacement of the Children's Discovery Centre, *Weird and Wonderful*. *Weird and Wonderful* is the first of the 1994-99 refurbishment project galleries to come up for renewal in the Museum's funded depreciation, asset renewal programme. The new *Weird and Wonderful* will open in mid November, 2002.

Finally, as the Museum gears up for the Stage II Completion Project, construction of which will commence in September 2003, we welcome to the team Project Director, Herb Farrant of RDT-Promanco and Amanda Sutherland as Development Manager. To these two appointees – and the staff team as a whole – goes the responsibility of delivering major new additions to the Museum. The next two or three years are bound to be demanding, but, equally, very exciting times.



T L Rodney Wilson
Director

AUCKLAND MUSEUM TAUMATA-A-IWI KAUPAPA

This Kaupapa sets out the principles upon which the Taumata-a-Iwi will discharge its responsibilities to Maori.

The Auckland War Memorial Museum is governed by the Auckland Museum Trust Board. The Board's duties, functions and powers, and its responsibilities to ten statutory objectives are set out in the Auckland War Memorial Museum Act 1996. Paramount amongst its responsibilities is the trusteeship and guardianship of the Museum, and its extensive collections of treasures and scientific materials.

The Museum's Act also provides for a Maori Committee known as the Taumata-a-Iwi. The Taumata-a-Iwi is founded upon the principle of mana whenua (customary authority of and over ancestral land), and comprises Ngati Whatua, Ngati Paoa and Tainui.

The Taumata-a-Iwi is responsible for the provision of advice and assistance to the Trust Board in a series of matters set out in the Act. The Taumata-a-Iwi acts in a trustee role in representing the interests of Maori and advising the Trust Board on matters of custodial policy and guardianship of taonga (Maori ancestral treasures) and any whakapakoko, uru moko and koiwi (indigenous human remains) held by the Museum. They are also required to advise the Trust Board on all Maori cultural aspects concerning Museum's wahi tapu (shrines, ancestral spaces set apart), staffing, display, visitor, marketing and development policies.

PRINCIPLE I: THE RIGHT TO ADVISE

The Auckland War Memorial Museum Act 1996 empowers the Taumata-a-Iwi to give advice on all matters of Maori protocol within the Museum and between the Museum and Maori people at large. Museum policies will reflect the aspirations of both Treaty partners by acknowledging that existing and proposed policies will be reviewed by the Taumata-a-Iwi, and recommendations to the Auckland Museum Trust Board will be made accordingly.

PRINCIPLE II: PARTNERSHIP

Both the Auckland Museum Trust Board and the Taumata-a-Iwi will act reasonably and in the utmost good faith by observing and encouraging the spirit of partnership and goodwill envisaged by the Treaty of Waitangi. The Trust Board recognises the Taumata-a-Iwi's cultural responsibility to wider Maori regarding any implications of mana Maori (lore of the Maori) as measured by mana whenua and associated obligations of manaakitanga (providing hospitality to visitors) or kaitiakitanga (cultural management and protection of taonga and resources) including Maori cultural, intellectual and commercial property rights, and will seek advice and direction in all such cases as they arise.

PRINCIPLE III: MAORI EXPECTATIONS

The Museum recognises the right of all Maori to expect the Taumata-a-Iwi, on their behalf as the recognised kaitiaki of the Museum, to

- (i) monitor the management – custody, care, display, accessibility and development – of their taonga within the Museum
- (ii) facilitate repatriation of all whakapakoko, uru moko and koiwi

PRINCIPLE IV: ACTIVE PROTECTION

The Taumata-a-Iwi will provide advice to the Auckland Museum Trust Board, and the Trust Board will protect the Taumata-a-Iwi by ensuring the rights of Maori in the Museum are protected, in kaitiakitanga terms, by:

- (i) safeguarding mana whenua and the lore of Maori
- (ii) safeguarding the tapu (spiritual restrictions) of the Museum's war shrines
- (iii) providing appropriate management – custody, care, display, accessibility and development – of all taonga
- (iv) providing all staff and visitors with a culturally safe environment
- (v) taking affirmative action in recruitment, training and educational (primary, secondary and tertiary) programmes, which will lead Maori people into professional careers in New Zealand's culturally integrated museums.

PRINCIPLE V: REDRESS FOR PAST MISUNDERSTANDINGS

The Auckland Museum Trust Board acknowledges that there may be misunderstandings from the past related to taonga that need to be addressed and that there is a responsibility to seek advice from the Taumata-a-Iwi, and to:

- (i) objectively explore and assess each example as it comes to light
- (ii) put in place practices that minimise and eliminate future needs for redress.

STATEMENT OF SERVICE PERFORMANCE

2.3.1 CARING FOR TREASURES

OBJECTIVES	OUTPUT	MEASURES	RESULT AT 30 JUNE 2002
1. Achieve acceptable levels of collection care	<i>Collection Management</i>	Annual report by 31 December 2001	Review and report completed, 18 January 2002
	1.1 Conduct annual review of display and storage collections		
	1.2 Develop taonga policy, and prepare inventory of all collections of taonga	Finalise taonga policy and procedure by 30 June 2002	Taonga policy adopted 6 June 2002
	<i>Interpretive Services</i>		
	Complete Library Plan	By September 2001	Completed and submitted to Trust Board 1 December 2001
	<i>Facilities</i>		
	1.3 Maintain the cultural sanctity of mana whenua, taonga and war shrines	Integrate Maori-related security procedures into existing security procedures by 30 June 2002	Submitted to Trust Board 4 July 2002
		Key staff fully trained in Maori-related requirements by 30 June 2002	Achieved by 30 June 2002
2. Strengthen the Museum's outstanding collections, build those with significant weaknesses and review status of non-priority collections holdings	<i>Collection Management</i>		
	2.1 Develop and enhance priority collections and plan disposal of inferior collection items	Implement acquisition priorities approved by Board and recommend refinement and disposal of inferior items from the collection by 31 December 2001 for implementation by 30 June 2002	Strategy for disposal of deposited collections recommended in Collection Review report, 18 January 2002. Implementation commenced
3. Facilitate return of unmodified human remains back to origin	3.1 Develop human remains inventory programme	Human remains inventory programme ready for implementation by 30 November 2001	Revised Human Remains Policy adopted 6 June 2002 and inventory programme underway

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2.3.2 GATHERING KNOWLEDGE

OBJECTIVES	OUTPUT	MEASURES	RESULT AT 30 JUNE 2002
	<i>Collection Management</i>		
1. Provide new knowledge through collection-related research according to prioritised research strategy	1.1 Conduct collection-related research	Achieve \$108,000 grant funding for collection-related research projects	Exceeded. Total of \$338,000 for 2001/2002
2. Enlarge research opportunity through strategic partnership	2.1 Develop partnerships with external organisations and individuals for research projects	Achieve two partnered priority research projects by 31 December 2001	Marsden-funded project on kelp fauna as ecological indicators underway with University of Auckland. Project to document new plant species discovered in Waima Forest Northland with DOC and Landcare Research completed. New Cordyline research under way with University of Auckland. Cuvier Island invertebrates survey with DOC completed.
	<i>Interpretive Services</i>		
3. Improve access to study collections	3.1 Special Library Collections Room operating efficiently for secure collections access	Library access and security procedures and protocols defined by 31 July 2001	Achieved 2 July 2001

2.3.3 SHARING KNOWLEDGE

OBJECTIVES	OUTPUT	MEASURES	RESULT AT 30 JUNE 2002
1. Improve access to collections by reducing backlog of documentation	<i>Collection Management</i>		
	1.1 Continue ongoing retrospective programme of collection databasing and make publicly accessible	Reduce backlog from 40% at 1 July 2001 to 30% at 30 June 2002.	Report on database priorities completed 4 April 2002. 10% reduction in priority backlog achieved. 57,540 entries achieved.
2. Enhance the Library's usefulness to the Museum's public	<i>Interpretive Services</i>		
	2.1 Complete Library plan (including policies and procedures for the provision of information and research services)	By 30 September 2001	Approved by Trust Board 7 February 2002
3. Provide educational programmes for all ages	3.1 Provide schools education programmes	Meet Ministry of Education LEOTC contract requirements	Achieved by 30 June 2002
	3.2 Provide electronic information services in exhibitions	Review and renew multimedia programmes on top floor of the Museum by 30 June 2002	Review achieved, recommendations completed, continuous equipment replacement and improvements achieved. Major renewals not achieved
	3.3 Provide a programme of educational events	Achieve programme of activities as described in annual programme plan	Achieved.
	<i>Collection Management/ Interpretive Services</i>		
4. Provide up-to date, relevant and interesting permanent exhibitions	4.1 Implement renewal of permanent exhibitions in accordance with plan	Obtain Board approval for, and commence Weir and Wonderful work within a budget of \$1,095,000	Concept approved 7 February 2002, contract approved 6 June 2002. Work commenced within budget of \$1,095,000
	4.2 Integrate Maori narrative into all long-term exhibitions	Include Maori narrative in Weir and Wonderful renewal planning	Included throughout evaluation and renewal development for Weir and Wonderful

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2.3.3 SHARING KNOWLEDGE (CONTINUED)

OBJECTIVES	OUTPUT	MEASURES	RESULT AT 30 JUNE 2002
5. Provide a balanced programme of exhibitions over and above permanent exhibitions which meets the needs of various audience groups	5.1 A balanced programme of special and temporary exhibitions	Special and temporary exhibitions achieved by 30 June 2002 within individually approved plans and budgets	Exhibition Policies and Procedures approved December 2001. <i>When a gift arrives/Body Art (Australia/NZ), Reporting the World: John Pilger's Great Eyewitness Photographers, Ferns & Folk/NZ Studio Potters Historical & Contemporary NZ Commercial Ceramics Historical & Contemporary, Zhejiang Chinese Folk Art / Ice and Fire/ Pioneers of New Zealand Wine / Fenton Pewter / Glorified Scales / More than a Mummy – 150 Years of Collecting / 100 Years of Nursing / Tip of the Iceberg / Snap Happy / Private Paton's Photos, North Africa 1941-42.</i>
6. Publish information about Museum Collections, programmes and activities	6.1 Publish to meet statutory requirements and to meet needs of general and specialised readerships	Publish Annual Plan, Annual Report, Museum Records, Museum Quarterly, and no fewer than three monographs	Annual Report, Annual Plan published. Double edition Museum Records published December 2001. Museum Quarterly published quarterly. Two monographs published, third in final layout.

2.3.4 VISITOR SERVICES

OBJECTIVES	OUTPUT	MEASURES	RESULT AT 30 JUNE 2002
1. Provide effective security for the collections, heritage building, and Museum staff	<i>Facilities</i> 1.1 Maintain professional security staff presence on all floors during visiting hours	No thefts or damage to collections, no damage to the building, no staff injuries	1. Staff levels maintained on all floors during visiting hours 2. Two minor equipment thefts. No damage or serious harm injury to date 3. Graffiti and vandalism to building dealt with on "as needs" basis
2. Increase visitor numbers	<i>Sales and Marketing</i> 2.1 Conduct effective communications outside and within the Museum to promote the Museum as a visitor destination	Attendances of 492,000 visitors on the basis of auditable data. Surplus of \$780,000 from Admission Donations	Not achieved – 436,839 Not achieved – \$603,616.
3. Promote Maori cultural performance as a key visitor attraction	3.1 Increase Cultural Group attendance by 50%	Achieve surplus of \$7,000 (after 25% allocation to Admission Donations)	Attendances up 12% on previous year. Surplus \$92,914 achieved
4. Achieve high visitor satisfaction	4.1 Maintain exhibitions and public amenities in excellent condition and provide excellent staff service	Achieve 70% satisfaction with Museum exhibitions, amenities and services	Exceeded. Colmar Brunton Market Research (April 2002) of 496 visitors showed that 89% of visitors rated their overall visit on a scale of 1-10 (where 1 means poor and 8-10 means excellent), as excellent.
5. Provide high quality and profitable trading operations	5.1 Excellent and profitable retail, food and hospitality	Surplus from Museum Store of \$471,000 Tourism and Hospitality surplus of \$255,000	Not achieved – Museum Store surplus of \$312,832 Not achieved – Tourism and Hospitality surplus of \$208,946

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2.3.5 CORPORATE SERVICES

OBJECTIVES	OUTPUT	MEASURES	RESULT AT 30 JUNE 2002
1. Implement sound policies, practices and plans which maximise the Museum's services to the community	<i>Management Executive</i>	Net cost of activities	\$10,752,000 Achieved
	1.1 Achieve financial targets	\$10,907,000*	
		People costs \$5,333,000*	\$5,120,421 Achieved
		Occupancy costs	\$1,742,185
		\$1,698,000*	Electricity and Insurance over budget
		Advisory costs \$954,000*	\$1,000,806
		Operating expenses	\$2,342,043
		\$2,218,000*	
		Grant revenue \$268,000*	\$531,931
	1.2 Achieve the year's programme of maintenance and replacement works	Sponsorship \$75,000*	\$50,000
		Special exhibitions to break even	Special exhibitions achieved within Board approved deficit of \$34,256.
		Perpetual maintenance	Underspent – \$234,224
		\$471,000	
		Asset replacement within budget of \$929,000	Achieved – expenditure of \$772,808
	1.3 Prepare for second stage of Museum completion	Multi media replacement within budget of \$729,000	Underspent – \$222,716
		Complete feasibility and planning works to the value of \$360,000	Achieved. Feasibility and planning works completed with expenditure of \$348,445
2. Develop and implement sound human resources strategy which ensures alignment with the Museum's core vision and values	2.1 Develop staffing capabilities and strategies which enable the Museum to deliver its vision	Staffing development plan by 31 December 2001	Achieved, 26 September 2001
	2.2 Provide and implement a plan which encourages innovation and excellence	Staff performance reviewed and recognition and reward given for achievement of agreed key performance indicators	Achieved 2002
	2.3 Training and development of employees and volunteers	Achieve training and development plan for 2001/2002 by 31 July 2001 and achieve all training initiatives by 30 June 2002	Plan achieved by 31 July 2001. Training achieved by 30 June 2002

2.3.5 CORPORATE SERVICES (CONTINUED)

OBJECTIVES	OUTPUT	MEASURES	RESULT AT 30 JUNE 2002
3. Improve the Museum's performance in Maori related services and activities	3.1 Develop Maori governance policies	Finalise Nga Ritenga o te Taumata-a-lwi by 31 December 2001	"Guiding Principles", revised kaupapa and "Taumata-a-lwi Appointment Policy" adopted 6 December 2001
	3.2 Integrate Maori values within Museum's operational framework	Receive Maori operational policies by 30 June 2002 Develop plan for ensuring the Museum develops an interactive profile with Maori communities by 31 October 2001 and achieve first initiative within that plan by 30 June 2002.	Integrated Maori operational policies implemented by 30 June 2002. Iwi Relationships Policy adopted 6 June 2002. First initiative undertaken with Chatham Islands communities

CARING FOR TREASURES AND GATHERING KNOWLEDGE

COLLECTION MANAGEMENT

For the Collection Management Section 2001/2002 was a year of special achievement and reflection as we looked back at 150 years of Auckland Museum's history. At the same time it was a year for looking forward to the Stage II Redevelopment Project. The sense of pride and respect engendered by the anniversary year, coupled with the expectation of still greater things to come, helped to make 2001/2002 an especially productive year for Collection Management staff.

Caring for Treasures

The Museum received generous funding for collection management projects, exceeding its revenue targets for the year in this area. Lottery Environment and Heritage grants awarded during 2001/2002 included \$12,000 for herbarium databasing, \$37,000 for curation of textile collections, \$28,900 for firearms conservation, and \$32,000 for data-entry of Archaeology Registers. This new funding, in addition to grant-funded projects already in progress, meant that excellent advances were made in the data-entry of manual collection records onto electronic databases during the year. In total 57,540 records were added to Collection Management databases in 2001/2002.

A Lottery Environment and Heritage Grant to treat at-risk collections at the Museum's off-site store was completed by Conservation Technician Trish McGregor. This year-long project involved sewing individual dust cloths for several hundred large items at the store, treatment of mould affected objects, and other tasks necessary to protect collections in less-than-ideal storage conditions.

A generous grant of \$107,500 was received from the Chisholm Whitney Trust for

restoration of the Museum's Egyptian mummy. The 2500-year-old mummy was removed from public display during the Stage I Project and its extremely fragile state has prevented it from being displayed since then. The new funding has enabled the Conservation team, led by Senior Conservator Julia Gresson, to begin the time-consuming process of stabilising the mummy and constructing a sealed, climate-controlled case for its display. The restoration project progressed slowly though the year, as staff pieced together fragile paint fragments from the dilapidated coffin. Complex analyses of the fragments are required throughout the process, to determine their composition and the appropriate treatment methods. Treatment of the linen bandages has also proved a lengthy process, with another series of tests required to determine the nature of ancient embalming agents which have migrated to the surface of the mummy from the body within. Conservation staff have been assisted by the University of Auckland in carrying out these tests. Once the deterioration is stabilised, magnetic resonance imaging will be carried out to obtain a scan of the mummy contents.

Exhibition work involving curatorial, registration and conservation input included object preparation for the *Vodafone Body Art*, *More than a Mummy*, *Pioneers of New Zealand Wine*, *Private Paton's Photos*, *Snap Happy*, *Glorified Scales*, *Pewter*, *NZ Ceramics* and *John Pilger: Reporting the World* temporary exhibitions.

An annual review of the Museum's collections carried out in December highlighted the need for new facilities to provide improved collection storage and care. It was extremely gratifying for staff therefore to witness the announcement by the Rt Hon

Helen Clark on 12 May, of new funding for the Stage II Redevelopment Project, to help the Museum to display, protect and conserve nationally and internationally significant collections.

Gathering Knowledge

External funding was awarded to the Museum for several research projects. Together with grants awarded for the collection management activities described above, the additional research funding enabled the Museum to carry out scholarly inquiries leading to enhanced knowledge about the collections in its care, which would not otherwise have been possible. An increasingly important part of the Museum's participation in research at a national level is its agreement to collaborate with the University of Auckland on joint research initiatives. A five-year Research Plan outlining existing and future research projects was adopted by the Trust Board in May. Research work completed in 2001/2002 included publication of new plant species from the Waima Forest in Northland, and an invertebrates survey of Cuvier Island carried out in collaboration with the Department of Conservation.

A grant of \$5000 was received from Lottery Environment and Heritage towards the publication of research deriving from excavation of a pre-European Maori settlement site at Houhora in Northland.

Dr Nigel Prickett received funding of \$3500 from the Green Foundation for Polynesian Research, for curation and study of the Museum's important collection of Pitcairn Island stone tools. The research project on indigenous knowledge and museums being conducted in partnership with the University of Auckland entered its second year of support from the Marsden Fund.

Dr Carol Diebel, in partnership with Dr Marti Anderson of the University of Auckland, was successful in obtaining a grant of \$100,000 from the Marsden Fund for research into kelp holdfast communities as environmental indicators. Put simply, this means studying the animals that live on giant kelp

in North Auckland waters to examine how their communities respond to environmental changes. This study uses new data interpretation techniques based on statistical modelling, to show how the kelp holdfast populations can be used to warn of pollution and other risk factors to marine environments. A further boost to the Museum's research profile came with Carol's election to the Editorial Board of the *Journal of the Royal Society of New Zealand*.

The commemorative *150 Treasures* book was also published in December. This beautifully produced volume brings together photography and commentary on 150 of the Museum's choicest collection items. Krzysztof Pfeiffer excelled himself as photographer for *150 Treasures*, while more than twenty contributors including curators, library staff, Tumuaki and Director supplied the text. The book was edited by Oliver Stead and published as a joint venture by David Bateman and Auckland Museum to celebrate the Museum's 150th anniversary.

December also saw the publication by Auckland University Press of *Carved Histories*, by Ethnology Curator Professor Roger Neich. This study of Maori carving styles of the Central North Island draws on more than 30 years of research. A companion volume to Roger's earlier work *Painted Histories*, this new book reaffirms the author's pre-eminent position in the field of Maori art historical research.

We would like to thank Professor Reinhard Klette and his doctoral students Fay Huang and Shoukang Wei, of Auckland University's Centre for Imaging Technology and Robotics, for their magnificent work on the virtual reality Mummy display. Grateful thanks are also due the exhibition's generous sponsors, NZI. The relationship between Auckland Museum and NZI goes back a long way. We were delighted therefore to be able to acknowledge that special relationship in the Museum's sesquicentennial exhibition.

A grant of \$10,000 was awarded to the Museum by Museums Aotearoa to mount an exhibition based on The Peter Rule Collection of Korean Arts which the Museum holds on

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long-term loan from the National Museum of Korea. Applied Arts Curator Louis Le Vaillant was awarded a study grant of \$3500 by the Asia 2000 Foundation to attend a ceramics conference in Korea and visit several museums in Asia.

One of the most pleasurable aspects of the 2001/2002 year was the ability to show works from the vast and various Pictorial Collections, in the Pictorial Gallery which opened in the previous year. With over 1.2 million photographs, paintings and drawings to choose from, Pictorial Curator Gordon Maitland and Exhibition Manager John Haydn often had a major task in selecting images to display. Collaboration with the *New Zealand Herald* has resulted in a series of exhibitions featuring images from the *Herald's* own enormous collection of photographs, of which *Private Paton's Photos: North Africa 1941-2* was the first. Another delightful temporary exhibition was *Pioneers of New Zealand Wine*, organised by History Curator Rose Young, which featured exhibits from the archives of Corbans Ltd, and photography by Marti Friedlander. The exhibition opened on 24 June, simultaneously launching Dick Scott's book of the same title.

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SHARING KNOWLEDGE

INTERPRETIVE SERVICES

The Museum as a War Memorial

War Memorial days continued to be strongly observed. Commemorative ceremonies and interpretive events on both Armistice Day and Anzac Day drew excellent attendances, keen participation and very positive visitor feedback. Ceremonies and events included: *Ice and Fire* Korean War 50th Anniversary Exhibition, *Private Paton's Photos / North Africa 1941-42* Photography Exhibition, Cenotaph and Kitbag database development, Armistice Day Programme, ANZAC Day programme, ANZAC Drama – an in-gallery close encounter with New Zealand's WWI history. Book of Record – commemorating NZ Servicewomen who have served overseas in times of conflict (year-long project support for Returned Servicewomen), Oral History programme development for returned nurses to commemorate the centenary of registration of New Zealand nurses.

Exhibitions

Exhibitions Policies and Procedures were approved by the Board in December 2001.

The Exhibitions team provided a balanced programme of sixteen exhibitions over and above permanent exhibitions to meet the needs of various audience groups (see Outputs 2.3.3. Sharing Knowledge). Particularly special was *More than a Mummy – 150 Years of Collecting* commemorating the Museum's 150th Birthday. Working with Co-curators Carol Diebel and John Early, this exhibition has unveiled collection treasure troves of history, beauty, curiosity, rarity and delight. Multimedia displays for special exhibitions have also been a major focus, with video content sourced for *Vodafone Body Art* and

Reporting the World.

Film screenings in conjunction with special exhibitions, John Pilger's *The Frontline* and *Death of a Nation*, were well received.

Children's Discovery Centres

The team ensured smooth delivery of services in a time of major gallery renewal and continued to provide quality school holiday programmes. The temporary closure of *Weird and Wonderful* has meant greater visitation to *Treasures and Tales*.

After eight successful years, *Weird and Wonderful*, the original Discovery centre closed for a complete refurbishment on 31 May after evaluation and planning phases. Working alongside the architects is a project management design and curatorial team comprising staff from many different areas and disciplines within the museum.

Live Event Programmes

The live event programme has continued to expand. Monthly *Music in the Museum* performances have proved very popular. Twenty-two high quality performances were held this financial year, exceeding the target by 10 while remaining under budget. *Time in Motion*, a series of six screenings (April – September) of archival film on various themes curated by The New Zealand Film Archive, has built on the success of last year. Capacity crowds attended the May, June and Anzac Day screenings. The live piano accompaniment by Tama Karena is a popular drawcard. There is now an established following to these screenings.

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Living Treasures

Held on the 3rd Sunday of each month, the themed Days have catered to the diverse and

AWMM Ann Report 2001 to 2002

dynamic communities that are Auckland today – eg Korean Day, ANZAC Living Treasures, Body Art Alive, Egyptian Day and Pacific Cultures Day. The programme has benefited from generosity of time, interest and collaboration from the Auckland creative arts communities.

The Library

The refurbished Library opened to the public on 2 July 2001. Much of the focus during the year has been on re-establishing procedures for operation in the more security-oriented environment, and the organisation of material returned from offsite storage. The Trust Board approved the Library's Strategic Plan in February 2002, and it now governs forward planning for Library activities.

The Streets database project, covering the territorial authorities zones, which support the Museum, and funded by the Logan Campbell Trust, has been substantially progressed, with over 11,000 records added. 2000 of these records have been further researched. The Cenotaph project also reached a milestone, with all roll of honour entries for 20th Century conflicts now added.

Planning for the important new Maori and Pacific Resource Centre has been underway since the confirmation of Lotteries Funding in early 2002 of \$105,000.

LEOTC

Learning Experiences Outside the Classroom Highlights of the year for this Ministry of Education funded Interpretive Service have been:

- New hands-on topics – Dinosaurs, Music in the Museum and Whales and Dolphins.
- Special hands-on craft programmes – Toys and Mysteries of Ancient Egypt.
- Two different dramas available for schools during 2001/2002. *Tales of a Victorian Street* and *ANZAC Drama*.
- The LEOTC education collection was boosted by a set of replica skulls for use in human evolution sessions, and a large number of new rock specimens bought for the popular rocks and fossils hands-on sessions.
- A major increase in demand for the use of the Maori gallery and education's Maori artefacts occurred during February and March of 2002 with the newly implemented NCEA course which encourages classes at 5th form level doing art to visit Auckland Museum's Maori Gallery and Land Gallery Bird displays in the Natural History galleries. The Museum had almost 2,000 students visit these galleries during February and March.
- School groups continued to support the Museum special exhibitions with classes visiting the *Vodafone Body Art* exhibition and the *Reporting the World* exhibition.

SALES AND MARKETING

The newly appointed Head – Sales and Marketing supported by a relatively new team of staff, set the priority for 2001/2002 to develop a sound understanding of the markets that the Museum operates in, how each market is structured and the different needs of the diverse audience groups within each market.

Visitor Satisfaction

Two waves of market research, focused on visitor satisfaction, were completed in July 2001 and February 2002 respectively. Both a winter and summer wave were undertaken in order to address the seasonality of the Museum's visitor mix. Significantly, the winter research showed that 75% of visitors (based on a sample size of 496) rated their overall visit 8 – 10 on a scale of 1 – 10 (where 1 means poor and 10 means excellent).

The key outcomes from the research, including opportunities for improving the visitor experience, were communicated to all Museum Staff and action plans drawn up. Where funding was available, improvements were implemented immediately (including uniforms to make it easier for visitors to identify all customer service staff, lighting improvements and changes to the product range available through the Museum Store). Where funding was not available, provision was made for action in the year ending June 2003.

By February 2002, the Museum's performance rating had improved, with 89% of visitors rating their overall visit, very highly (in the 8 – 10 range). The research brief for the coming financial year has been extended to address 'lapsed' visitors (those who have visited the Museum previously but not within the last 2 years) so that the Museum can focus on ensuring that the future develop-

ment of its offer and facilities meets the needs of both current and potential visitors.

Development of Strategic Marketing Planning Process

The need to secure long-term growth for Auckland Museum, by way of visitor numbers and incremental revenue, rests with the capability of the Museum to attract overseas and domestic visitors, as well as satisfying the needs of local Auckland residents. In October 2001, a cross-functional team was formed to develop a three-year Strategic Marketing Plan. Further analysis of the market research (winter wave) was undertaken, together with a phone survey of non-visitors, to provide input into this process. Under the plan, the Museum will continue to build its brand through a continuous programme of product and service improvement (including regular refreshment of gallery displays and significant improvements in seating, lighting, way-finding and signage, customer service, Museum Store offers and membership benefits). In particular, the Museum will enhance levels of engagement within the existing exhibitions, regularly review space utilisation and refresh exhibitions in response to customer needs identified through market research, and explore new and innovative ways of displaying content.

Improved Communications

Museum Quarterly (MQ) magazine, which provides a quarterly guide to exhibitions and events at the Museum, was given a completely new 'look and feel' and its circulation extended beyond members and affiliated organisations to include distribution by direct mail (Auckland-based *Listener* subscribers) and through libraries, book-stores and

other selected outlets. The Museum tourist brochure and visitor guide were also updated to reflect a more contemporary visual style and improve the visibility of brochures within visitor centres.

In the wake of September 11, Auckland Museum also participated in Tourism Auckland's Domestic Marketing Campaign in a bid to grow its share of domestic visitors to Auckland. The campaign began in the main centres outside of Auckland in March 2002. It is aimed at raising awareness of what Auckland, as a 'destination', has to offer visitors and will run through to December 2002.

Visitor Numbers and Revenue

Total admission numbers for the year ending June 2002 were down on budget and marginally down on numbers achieved last year. The shortfall in numbers on last year was primarily due to a decline in Tour Group numbers that occurred in the immediate wake of September 11, as cancellations by the largest Japanese tour group operator and other key business clients took their toll.

In addition, the terrorist attacks, coupled with the closure of Ansett Australia, had a significant impact on total inbound visitor arrivals into New Zealand. This in turn had serious consequences for the Museum, given that international visitors (including both Tour Group and Free Independent Travellers) account for a significant proportion of the Museum's total visitor portfolio (approximately 40% in the year ending June 2002). Visitor arrivals from USA and Japan, two very important geographic markets for the Museum, went into immediate decline – the number of Japanese visitors to New Zealand in November was roughly half that of the previous November and American visitors fell by 13% in that same period.

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The downturn in visitor numbers was partially offset by significant growth in the Language School business. These groups came from Asia in their summer break, prior to September 11, and generated important, off-season revenue for the Museum.

Retail and Hospitality Operations

The retail store results were in line with last year, notwithstanding a decline in visitor numbers. A new Retail Manager was appointed in September and a major store refurbishment completed in November 2001. This has rendered the Store significantly brighter and more attractive to visitors. The Store continues to source high quality merchandise under the guidance of its new Retail Manager.

A new Events Manager was appointed to focus on servicing the hospitality needs of the Museum, as well as leveraging the Museum's unique position in the corporate hospitality market, allowing our Manager – Sales and Tourism to focus on the growth in inbound visitors into New Zealand, including growth in the Language School sector.

The hospitality portfolio delivered a solid result, up significantly on both budget and last year. Key high profile events during the year included the launch of Zambesi Fashion House's new season's range, as part of the annual and prestigious New Zealand Fashion Awards, the inaugural Fonterra Co-Operative Group AGM, the Jazz Festival launch on behalf of Montana and HSBC Bank and the Monteiths Wild Food Challenge Awards.

Maori Cultural Performance

The Manaia Maori Cultural Performance continued to attract revenue, well beyond last year. A promotional flyer was circulated to all Visitor Information Centres and other key tourism outlets, and staff from major Inbound Tour Operators were invited to experience the magic of Manaia's talented and unique performance first-hand.

Special Exhibitions

Campaigns were developed for *Vodafone Body Art*, *More than a Mummy – 150 Years of Collecting*, and *Reporting the World: John Pilger's Great Eyewitness Photographers*. In addition, a print advertising campaign was developed to raise public awareness of the Museum's 150th birthday and associated programme of birthday exhibitions and events.

A series of exhibitions was also organised in association with the *New Zealand Herald* which marked both organisations' place in Auckland's history over the past 150 years.

150th Birthday Year

The Museum's 150th birthday was marked by a special exhibition celebrating the Museum's history of collecting. Publicity generated around the show's opening and Government funding of the Museum's Completion Project helped generate public awareness of the birthday. Commemorative stationery and a birthday logo were developed for use during 2002 while the *Herald* assisted with promotion of the Museum's birthday programme. NZI, already an ongoing supporter of Museum activities through its sponsorship of the Library, joined the *New Zealand Herald* as a 150th birthday sponsor and principal sponsor of the year-long *More than a Mummy* exhibition.

Corporate Sponsorship

In addition to NZI's and the *Herald's* support of the birthday year, a number of other sponsors committed enthusiasm and funding to Auckland Museum.

In December, the Museum established a rewarding partnership with Vodafone as naming rights sponsor of the *Body Art* exhibition; and in July, both the Museum and Vodafone were nominated as finalists in the annual NBR Sponsorship Awards. In January, renowned sponsors of the arts, Montana Wines, became the Museum's first sustaining sponsor and inaugural member of the Museum's newly established Sponsorship Council.

In May, the Museum formed an alliance with the Peace Foundation through its hosting of the exhibition, *Reporting the World: John Pilger's Great Eyewitness Photographers*. An organisation devoted to promoting world peace, the Foundation assisted the Museum in promotion of the show.

CORPORATE SERVICES

TUMUAKI MAORI Nga Tikanga Maori

Te Ripōata a Tau 2001/2002

I te tau tahua kua hipa nei, kua whakakotahi ai te mahi motuhake a te Taumata a Iwi me Te Poari kia whakapakiri ai i nga tikanga Maori ki roto i Te Papa Whakahiku. Ara hoki nga kaupapa Maori hou a te Taumata a Iwi, kua aro inaianei ki te tikanga, *mana whenua*, kua tautokongia tenei e nga Kaupapa, heoi mo te hononga a te Poari ki te Taumata a Iwi (wharangi XX&XX). Na te whakaaenga o enei Kaupapa e rua (6 Tihema 2001) i whakaatu a Te Papa Whakahiku i ona tipuranga ona mohiotanga, ona maramatanga me ona mahi katoa hangai ki nga taonga tae noa ki tona hononga ki te whenua ki raro; kua whakaatu hoki ki te manaaki manuhiri, me ki te hapaingia i te iwi Maori. Na tenei hononga motuhake ka ahei a Te Papa Whakahiku ki te whakaurua i nga ture hou ki roto i o ratou mahi kawanatanga. (6 Hune 2001), Inaianei ka whakaarai, me ka whakanui hoki ratou i nga wariu Maori ki nga waahi katoa ki roto, ki waho i te whare pupuri taonga nei.

Te maha hoki o nga mahi motuhake a te Maori kua timatangia i te tau kua hipa nei. Ko te mea nui rawa ko te kawenga atu o nga koiwi no te iwi taketake ki nga waahi pupuri koiwi nei kia rite ai mo to ratou hokinga atu ki te hou kainga. Kua timata hoki te mahi whakaaturanga o nga taonga, hei tiaki to ratou noho ahakoa kei hea ki roto i Te Papa Whakahiku, ka tiaki nga taonga ki runga i to ratou ake take i tae mai nei ratou ahakoa te koha, te tuku, te hoko, era atu take ranei ka tiaki. Ka tu pakiri ai tonu te ropu kapa haka, ko Manaia, ki raro i te maru o Te Kawautikitiki no Ngati Whatua o Orakei. Ka whakamiharo tonu i te tini me te mano a Manaia i nga iwi puta noa i te ao. Mai to ratou timatanga i nga marama tekau ma waru kua hipa ra, ko

Manaia te tino ropu manaaki manuhiri, hei kanohi ora e puta atu ana i te ihi, te wehi, te wana kei waenga i nga taonga tuku iho nei.

Ko te Tumuaki, ko Takuta Paora Tapihana, e mahi kaha ana ki Te Whare Wananga o Tamaki hei awhi; e mahi rangahau ana mo Marsden Fund; ko ia ano te Tiamana Tapiri mo Te Tari o Nga Whare Taonga o te Motu (Museums Aotearoa) me te Editorial Poari a Te Ara (Journal o Museums Aotearoa): me he mema o te Knowledge Wave Trust Advisory Committee, hei hapaingia i nga tikanga me nga whare pupuri taonga.

Konei hoki to matou Curator Maori, ko Chanel Clarke, hei awhina i te Tumuaki ki te kawea i nga kaupapa to te Taumata a Iwi. He mangai ano ia mo nga take Maori ta Te Papa Whakahiku ki runga i Te Papa National Services. Kei konei he kanohi hou hei tautoko i nga tikanga Maori, ko Nicola Railton, ko tetahi a ona mahi hei awhina i nga mahi whanui ta te Tumuaki me he kaituitui ia i nga Hui a Marama, a te Taumata a Iwi.

Maori Values

This financial year the Taumata-a-Iwi and the Auckland Museum Trust Board have worked closely to strengthen and uphold Maori Values within the Auckland Museum. The revised Taumata-a-Iwi Kaupapa (Maori Principles), which now takes account of the principle of mana whenua (customary authority of ancestral land on which the Museum stands), is accompanied by the new Guiding Principles for the Trust Board's relationship with the Taumata-a-Iwi (pages XX & XX). Acceptance of these two sets of principles (6 December 2001) signalled the Museum's growing level of understanding and awareness of its responsibilities associated with taonga and the collections; the land on which the Museum stands; and visitors to the Mu-

seum, especially Maori. As a result of this developing partnership the Museum was able to integrate new policies throughout its governance structure (6 June 2001), now ensuring Maori values are appropriately protected at all levels of operation and activity, both internally and externally.

A number of significant Maori activities have taken place over the past year. Of major importance was the relocation of all indigenous human remains to a new secure holding (Urupa) in preparation for their repatriation to source communities. The Taonga Database project was begun, which will ensure that each taonga, wherever located throughout the Museum's vast collections, will be appropriately managed according to how it originally arrived, be it by gift, loan, sale or contestable acquisition. The Museum's cultural group, Manaia, who operate under the auspices of Ngati Whatua's Te Kawautikitiki Trust, continues to grow in recognition as it delights tens of thousands of visitors from throughout the world. Since establishment 18 months ago Manaia has become a core hospitality activity of the Museum, bringing a living dimension to otherwise static Maori exhibitions.

The Tumuaki, Dr Paul Tapsell, continues to be involved in joint University of Auckland initiatives, he is in his second year of Marsden Fund research; is co-Chair of Museums Aotearoa Trust Board; Editorial Board Chair of Te Ara, Journal of Museums Aotearoa; and a member of the Knowledge Wave Trust Advisory Committee.

Curator Maori, Ms Chanel Clarke, supports the Tumuaki in servicing Taumata-a-Iwi and represents the Museum's Maori interests on Te Papa National Services reference groups. The formation of the Waiata Club has enabled staff from across the organisation to learn more about Maori culture.

FINANCE AND FACILITIES

The Finance and Facilities Section was formed following the resignation of the Head – Facilities at the end of October 2001.

The Finance Team installed new Great Plains accounting software, in July 2001. The

new system has been able to adapt successfully to organisation changes during the year and will be able to accommodate future integration with other business systems.

The fixed asset module within the system has now been loaded with the Museum fixed asset register and is now accurately calculating depreciation each month. The reporting module has been modified to report a full year forecast, which is updated monthly. Process improvements have been made in admissions, education, pictorial and the Museum Store. Decision support has been provided to Sales and Marketing and commercial activities have been modelled for the completion project.

The information technology infrastructure has been made more robust with the installation of transaction and proxy servers and the replacement of ageing desktop computers. The network system and switches have been improved, setting a platform for future public access to the collection databases.

Building Services have implemented the perpetual maintenance programme, which is designed to maintain the heritage building in perpetuity. This programme was funded for the first time this year and included waxing the bronze figures around the roof of the Museum. Improvements were made to the primary circuit of the air conditioning system, but the system is still not delivering the specified conditions in the galleries and appropriate action is being taken.

An energy audit was conducted and energy efficient lamps have been installed in accordance with the audit's recommendations. Uninterruptible power supply has been installed and connected to the west lift so that it will operate in emergencies. Safety has been improved by increasing the lighting on stairs in the Maori Court and the Theatre in the City Gallery.

Audiovisual equipment has been replaced on the first and second floors. The AV Team has been busy servicing special and temporary exhibitions and numerous functions held in the Museum.

Security equipment has been substantially upgraded with the assistance of funding from

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the ASB Trusts. Improved Security staffing, training and processes have been implemented.

HUMAN RESOURCES

As at 30 June 2002, Auckland Museum had 97 employees, 40 casuals and 158 volunteers. In addition, we welcomed over 18 staff to a variety of short and long term grant-funded positions.

The Museum operated in a stable industrial climate in 2001/2002. Performance planning systems continue their refinement and we continue to include structured training plans in this planning.

This has been the second year of our management development programme, co-ordinated through NZIM, and 2002 employee survey results show that this has had a positive impact on employee satisfaction.

The Museum volunteers' in both short and long term volunteering opportunities, together contributed over 29,000 hours to the Museum. Working across most areas of Museum operations, the contribution of our volunteers continues to be invaluable in terms of their enthusiasm, dedication and knowledge. It is hoped the continued programme of social and learning opportunities provided for our volunteers will continue to provide them with reward and enjoyment in their work.

The number of tertiary student volunteers has increased as anticipated and, while many volunteer for short periods, they still continue to gain valuable Museum knowledge and experience. The Duke of Edinburgh scheme in the Discovery Centre remains successful with 13 volunteers completing their hours.

FINANCIAL REPORTS

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STATEMENT OF ACCOUNTING POLICIES

General Accounting Policies

These financial statements for the Auckland War Memorial Museum are prepared in accordance with Statements of Standard Accounting Practice and Financial Reporting Standards issued by the Institute of Chartered Accountants of New Zealand.

The measurement basis adopted in the preparation of these financial statements is historical cost, modified by the revaluation of the investment property.

Particular Accounting Policies

Revenue Recognition

Grants, subsidies and sponsorships are recognised when eligibility has been established by the granting agency and to the extent that any conditions imposed have been met at balance date.

Trust income is recorded in the special purposes segment of the Statement of Financial Performance. Appropriations from special purposes equity for operating purposes are transferred to the Statement of Financial Performance.

Inventories

Trading inventory is valued at the lower of cost and net realisable value on a first in first out basis.

Receivables

Accounts receivable are recorded at net realisable value.

26 Fixed Assets

Land Lease

No value has been placed on the lease in perpetuity from the Auckland City Council of the land on which the Museum building is situated.

Heritage Assets

The cost of acquisition of heritage assets is charged to the Statement of Financial Performance. The classification of the collections and the Museum building as heritage assets is based on the premise that they are held in trust in perpetuity for public benefit.

Operational Assets

Operational assets including new additions to the building are stated at cost less accumulated depreciation.

Depreciation

All depreciation is calculation on a straight line basis and the respective rates are:

Heritage Assets	Nil
Operational Assets	
Buildings	1-2%
Plant	5-20%
Equipment	10%
Information Technology	33%
Display Galleries	7-13%
Furniture and Fittings	20%
Motor Vehicles	20%

Investments

Bank deposits and investment funds are valued at current market value.

Research and Development

Expenditure on research is written off to the Statement of Financial Performance in year incurred. Development expenditure is carried forward and amortised over the period of expected benefit.

Foreign Currency

Foreign currency assets and liabilities are translated into New Zealand currency at the

rates of exchange prevailing at year end. All gains and losses on translation are included in the Statement of Financial Performance.

Financial Instruments

Financial instruments are stated at estimated realisable value.

Cash Flow

The Statement of Cash Flow is prepared exclusive of GST, which is consistent with the method used in the Statement of Financial Performance.

Definitions of the term used in the statement of cash flows:

Cash includes coins and notes, demand deposits and other highly liquid investments

readily convertible into cash and includes at call borrowings such as bank overdrafts, used by the Museum as part of day-to-day management.

Investing activities are those activities relating to the acquisition and disposal of current and non-current investments and other non-current assets.

Operating activities include all transactions and other events that are not investing or financial activities.

Changes in Accounting Policies

There have been no changes in accounting policy during the year.

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STATEMENT OF FINANCIAL PERFORMANCE

For the year ended 30 June 2002

	Note	Actual 2002 \$000s	Plan 2002 \$000s	Actual 2001 \$000s
Operating Activities				
Local authority operating levy		6,039	6,039	5,295
Local authority depreciation levy		4,868	4,868	4,463
Net operating expenses and depreciation	1	10,752	10,907	9,739
Operating Surplus(Deficit)	2	<u>155</u>	<u></u>	<u>19</u>
Special Purposes Activities				
Revenue	2	164	30	507
Expenses and allocations to operating activities	2	<u>278</u>	<u>30</u>	<u>154</u>
Transfer to (from) Special Purposes Equity		<u>(114)</u>	<u></u>	<u>353</u>
Surplus(Deficit) before Perpetual & Deferred Maintenance		41		372
Local authority deferred maintenance levy				1,500
Deferred maintenance expense				1,500
Local authority perpetual maintenance levy		600	600	
Perpetual maintenance expense		<u>284</u>	<u>471</u>	
		316	129	
Surplus(Deficit) before Capital Expenditure related transactions		357	129	372
Local authority capital expenditure levy		250	250	225
Museum completion feasibility study levy	3	360	360	250
Museum completion feasibility study expense		348	360	250
Previous year's heritage assets written off				183
		<u>262</u>	<u>250</u>	<u>42</u>
Net Surplus		<u>619</u>	<u>379</u>	<u>414</u>
Allocated to:				
General equity		733	250	61
Special purposes equity		<u>(114)</u>	<u>129</u>	<u>353</u>
		619	379	414

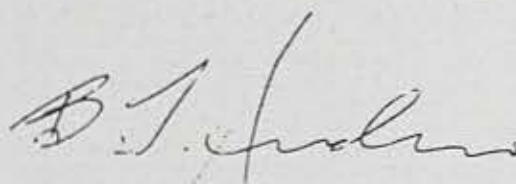
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STATEMENT OF FINANCIAL POSITION

As at 30 June 2002

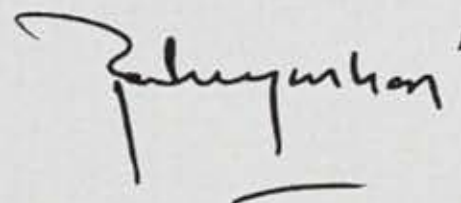
	Note	Actual 2002 \$000s	Actual 2001 \$000s
Current Assets			
Cash and bank		4,644	989
Accounts receivable	5	305	595
Inventories	6	348	291
		<u>5,297</u>	<u>1,875</u>
Current Liabilities			
Accounts payable	7	2,046	1,720
Working Capital		<u>3,251</u>	<u>155</u>
Non Current Assets			
Investments	8	15,882	14,698
Fixed assets	9	35,960	39,621
		<u>51,842</u>	<u>54,319</u>
		<u>55,093</u>	<u>54,474</u>
Represented by Public Equity made up of:			
General Equity	10	36,668	39,794
Special Purposes Equity	11	18,425	14,680
		<u>55,093</u>	<u>54,474</u>

For and on behalf of the Trust Board:



B T W Anderson
Chairman

5 September 2002



T L R Wilson
Director

5 September 2002

STATEMENT OF MOVEMENTS IN EQUITY

For the year ended 30 June 2002

	Note	Actual 2002 \$000s	Actual 2001 \$000s
Equity at 1 July 2001		54,474	54,060
Transfer from Statement of Financial Performance		619	414
Equity at 30 June 2002		<u>55,093</u>	<u>54,474</u>

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STATEMENT OF CASH FLOWS

For the Year Ended 30 June 2002

	Note	Actual 2002 \$000s	Actual 2001 \$000s
Cash Flows from Operating Activities			
Cash was provided from:			
Levy on local authorities		10,907	8,377
Levy on local authorities for perpetual/deferred maintenance		600	1,500
Receipts from operations		4,579	4,177
Interest received		448	339
		<u>16,534</u>	<u>14,393</u>
Cash was applied to:			
Payments to suppliers		6,223	5,730
Payments to employees		4,603	4,399
Payments relating to perpetual/deferred maintenance		284	1,500
		<u>11,110</u>	<u>11,629</u>
Net Cash Flow from Operating Activities	15	<u>5,424</u>	<u>2,764</u>
Cash Flows from Investing Activities			
Cash was provided from:			
Completion project feasibility levy		360	250
Levy on local authorities for equipment, furniture & fittings		250	225
Dividends & bequests received		345	270
Sale of investment property		850	
Term deposits matured			754
		<u>1,805</u>	<u>1,499</u>
Cash was applied to:			
Purchase of Russell funds		2,244	4,458
Purchase of fixed assets		1,330	1,400
		<u>3,574</u>	<u>5,858</u>
Net Cash Flow Used in Investing Activities		<u>(1,769)</u>	<u>(4,359)</u>
Net Increase(Decrease) in Cash Held		3,655	(1,595)
Opening cash balance		989	2,584
Closing Cash Balance		<u>4,644</u>	<u>989</u>
Represented by:			
Cash and bank		4,644	989
Closing Cash Balance		<u>4,644</u>	<u>989</u>

The accompanying notes and accounting policies form part of these financial statements.

AWMM Ann Report 2001 to 2002

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2002

	Actual 2002 \$000s	Plan 2002 \$000s	Actual 2001 \$000s
1. Net Cost of Service			
Visitor Services			
Admissions	(603)	(780)	(481)
Museum store	(313)	(471)	(449)
Rentals	(130)	(125)	(132)
Tourism & hospitality	(249)	(255)	(215)
Marketing	577	584	563
Facilities	2,327	2,261	1,871
	<u>1,609</u>	<u>1,214</u>	<u>1,157</u>
Sharing Knowledge			
Publications	72	40	68
Display	557	477	407
Special exhibitions	33		154
Interpretation and education	397	474	397
Library and information	355	388	318
	<u>1,414</u>	<u>1,379</u>	<u>1,344</u>
Caring for Treasures			
Registration and conservation	599	618	587
	<u>599</u>	<u>618</u>	<u>587</u>
Gathering Knowledge			
Curatorial	1,100	1,312	974
	<u>1,100</u>	<u>1,312</u>	<u>974</u>
Corporate			
Management	416	485	393
Human resources	289	358	232
Maori values	146	140	147
Finance and administration	310	533	289
	<u>1,161</u>	<u>1,516</u>	<u>1,061</u>
Depreciation	4,869	4,868	4,616
Net Cost of Activities	<u>10,752</u>	<u>10,907</u>	<u>9,739</u>

Comparative figures for 2001 Actual and 2002 Plan have been restated to align with 2002 Actual.

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NOTES TO THE FINANCIAL STATEMENTS

For the Year Ended 30 June 2002

	Actual 2002 \$000s	Actual 2002 \$000s	Actual 2002 \$000s	Plan 2002 \$000s	Actual 2001 \$000s
	Operating	Special Purposes	Total		
2. Components of Surplus(Deficit)					
Revenue					
Levies from local authorities	10,907		10,907	10,907	9,758
Interest	418	30	448	240	339
Dividends & other income		1,168	1,168		563
Unrealised increase(decrease) in value of investments		(1,379)	(1,379)		(230)
Allocation from special purposes funds	30		30	30	60
Sponsorship	50		50	75	5
Grants	532		532	268	357
Donations		321	321	1	154
Subscriptions	5		5	15	9
Sundry Income	637		637	423	443
Admission	1,097		1,097	1,342	1,046
Special exhibitions	351		351		321
Sales – trading activities	1,452		1,452	1,640	1,487
Rent	135	24	159	130	161
Total Revenue	15,614	164	15,778	15,071	14,473
Expenses					
ACC levies	33		33	63	64
Allocation of special purposes funds to operating				30	60
Auditors' fees – financial statements	25		25	40	30
Advertising	291		291	280	317
Cleaning	289		289	310	284
Cost of Sales – trading activities	823		823	818	786
Electricity	391		391	319	284
Heritage assets written off (Note 4)	40	179	219		
Insurance	316		316	303	270
Operating expenses	1,936	49	1,985	1,538	1,408
Postage & packaging	84		84	92	42
Professional fees	406	9	415	466	312
Rates	122		122	143	127
Remuneration	4,637	41	4,678	4,989	4,350
Rent	135		135	148	143
Repairs and maintenance	416		416	380	287
Special exhibitions	384		384		475
Superannuation	20		20	21	18
Telephone	75		75	95	75
Trust Board & Taumata-a-lwi fees & expenses	167		167	168	153
Total Expenses	10,590	278	10,868	10,203	9,485
Surplus(deficit) before depreciation	5,024	(114)	4,910	4,868	4,988
Buildings depreciation expense	197		197		
Displays depreciation expense	2,818		2,818		3,086
Plant and equipment depreciation expense	1,854		1,854		1,530
Total depreciation expense	4,869		4,869	4,868	4,616
Surplus(Deficit) for Year	155	(114)	41		372

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2002

	Actual 2002 \$000s	Actual 2001 \$000s
3. Completion project feasiability levy		
Completion project feasibility levy	360	250

4. Heritage Assets Written Off

The Auckland Museum Trust Board has decided to continue its policy of writing off collection acquisitions and not attributing a monetary value to items gifted to the collection. This treatment is contrary to financial Reporting Standard No. 3 Accounting for Property, Plant and Equipment, which requires that collection purchases and the fair value of gifts be capitalised as property, plant and equipment.

FRS 3 has not been followed because the Board considers that the collection does not have the characteristics of property, plant or equipment.

Collection items have substantial intangible characteristics. The story behind an object is often more important than the object itself. Scientific collections have great research importance but little market value. With good conservation the life of an object or specimen is indefinite. Age usually increases the significance of an object rather than depreciating it. The collection is not like manufacturing plant, which is heavily used, wears out and is then replaced.

Usually gifts to the collection are unique items that have iconic status or are historic and irreplaceable or sacred to particular communities, with no market, so no financial value can or should be ascribed.

Museums in the United Kingdom, USA and Canada do not capitalise their collections.

The effect of writing off collection purchases is shown in Note 2 as Heritage Assets Written Off. The costs of conserving the collection are shown in Note 1 Registration and conservation.

5. Accounts Receivable

Sundry debtors	115	193
GST	100	99
Interest	12	
Prepayments	78	303
	<u>305</u>	<u>595</u>

6. Inventories

Museum store	348	273
Publications		18
	<u>348</u>	<u>291</u>

7. Accounts Payable

Sundry creditors & accruals	1,251	1,068
Employee entitlements	461	386
Contract obligations	307	229
Finance lease liabilities	27	37
	<u>2,046</u>	<u>1,720</u>

AWMM Ann Report 2001 to 2002

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2002

	Actual 2002 \$000s	Actual 2001 \$000s
8. Investments		
Russell World Bond Fund	11,388	10,065
Russell World Share Fund	4,494	3,783
	<u>15,882</u>	<u>13,848</u>
Investment property		850
	<u>15,882</u>	<u>14,698</u>

The Vaile Trust investment property in Manukau City was sold during the year and a replacement is being sought. The property was valued at 30 June 2001 at \$850,000 by Fieldstone Corporation Limited, Property Managers.

9. Fixed Assets		
Museum building (at cost)	15,686	15,597
Accumulated depreciation	(998)	(801)
	<u>14,688</u>	<u>14,796</u>
Displays (at cost)	24,304	24,725
Accumulated depreciation	(10,383)	(8,302)
	<u>13,921</u>	<u>16,423</u>
Furniture and fittings (at cost)	380	1,383
Accumulated depreciation	(215)	(1,190)
	<u>165</u>	<u>193</u>
Equipment (at cost)	13,128	12,906
Accumulated depreciation	(5,948)	(4,901)
	<u>7,180</u>	<u>8,005</u>
Motor vehicles (at cost)	29	34
Accumulated depreciation	(23)	(22)
	<u>6</u>	<u>12</u>
Capital work in progress (at cost)		192
Total Fixed Assets	<u>35,960</u>	<u>39,621</u>

The latest Statutory Valuation of the Museum Building is \$30,125,000 (October 1999).

Equipment includes \$41,000 paid to the Auditors for acquisition and installation of accounting software.

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NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2002

	Actual 2002 \$000s	Actual 2001 \$000s
10. General Equity		
Opening balance	39,794	42,496
Transfer from Financial Performance Statement	733	61
Transfer of perpetual maintenance to special purposes equity	(316)	
Transfer of special exhibitions to special purposes equity	34	
Transfer of capex from special purposes equity	1,291	1,700
Transfer of depreciation levy to asset replacement fund	(4,868)	(4,463)
Closing balance	<u>36,668</u>	<u>39,794</u>

11. Special Purposes Equity

	Balance 2001 \$000s	Bequests, Gifts, Levies \$000s	Investment Net Income \$000s	Operating Expenditure \$000s	Capital Expenditure \$000s	Balance 2002 \$000s
Trusts						
Levingston Cooke Family Bequest	1,659	45	(25)	41		1,638
Edward Earle Vaile Trust Fund	877		4	30		851
The Waldo Heap Bequest	309		(4)	6		299
AWMME&B Omnibus Trust	25		(1)			24
Life Members' Subscription Trust	90		(2)	4		84
Auckland Museum Endowment Act	30		(1)			29
Bertha Wilson – cinematography	4					4
Others under \$10,000	16					16
Restricted gifts & bequests						
Nancy Bamford bequest	481		(7)	14		460
Disney Art Trust	58	57		115		
Others under \$10,000	36					36
Gifts & bequests subject to wishes						
A G W Dunningham bequest	98		(2)	1		95
ASB Trusts		107		1	106	
C Whitney Trust		107		10		97
Memorial Hall donations	60		(1)			59
Library purposes fund	8			5		3
Reserves						
L A Spedding reserve	2,019		(31)			1,988
Catherine E Tong reserve	57		(1)			56
Refurbishment Stage 2 reserve	1,096	4	(17)			1,083
Asset replacement reserve	7,371	4,868	(113)		1,185	10,941
Perpetual maintenance reserve		316				316
Exhibition reserve	386		(6)	34		346
	<u>14,680</u>	<u>5,504</u>	<u>(207)</u>	<u>261</u>	<u>1,291</u>	<u>18,425</u>

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NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2002

	Actual 2002 \$000s	Actual 2001 \$000s
12. Commitments under Non-cancellable Leases		
Less than 1 year	48	116
Between 1 and 2 years		48
Between 2 and 5 years		
	<u>48</u>	<u>164</u>

13. Capital Commitments

At 30 June 2002 there were no capital commitments (2001 nil).

14. Contingent Liabilities

Legal proceedings relating to airconditioning which the Museum considers can be successfully defended or any liability passed on to other parties

<u>292</u>	<u>292</u>
------------	------------

The Museum has a contingent liability in respect of the Accident Compensation Commission's (ACC) residual claims levy. The levy will be payable annually from May 1999 for up to 15 years. The Museum's future liability is a function of ACC's unfunded liability for past claims and future payments to employees by the Museum.

At 30 June 2002 there were no other contingent liabilities (2001 nil).

15. Reconciliation of Surplus(Deficit) for the Year to Net Cash Flow from Operating Activities

Surplus(deficit) before Capital Transactions	357	372
Add non-cash items:		
Depreciation	4,869	4,616
Fixed assets written down	119	
Investment distributions reinvested	(1,168)	(563)
Investment revaluation	1,379	230
	<u>5,199</u>	<u>4,283</u>
Add (less) movements in working capital:		
(Increase)/decrease in accounts receivable	290	308
(Increase)/decrease in inventory	(55)	(17)
(Decrease)/increase in accounts payable	326	(1,662)
	<u>561</u>	<u>(1,371)</u>
Add (less) items classified as investing activity:		
Revenue relating to investing activities	(693)	(520)
	<u>(693)</u>	<u>(520)</u>
Net Cash Flow from Operating Activities	<u>5,424</u>	<u>2,764</u>

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2002

16. Segment Information

The Auckland War Memorial Museum is governed by the Auckland War Memorial Museum Act 1996 and operates primarily in the Auckland Province.

17. Financial Instruments

The nature of activity and management policies with respect to financial instruments is:

(1) Currency and interest rate risk

The Museum has exposure to foreign exchange risk as a result of transactions denominated in foreign currencies arising from investing activities. Foreign exchange risks on investment funds are 88% hedged by the funds manager. Interest rates on bank deposits range from 2% to 6%.

The Museum has no exposure to interest rate risk as there are no external borrowings and investments are short term, except for 70% of Special Purposes funds invested in the World Bonds Fund which are subject to interest rate risk.

(2) Concentration of credit risk

In the normal course of its business, the Museum incurs credit risk from trade debtors and transactions with financial institutions. The Museum has a concentration of risk with respect to funds on deposit at financial institutions. The Museum minimises this risk by placing funds on deposit with financial institutions which have been credited an AA rating by Standard and Poors.

(3) Fair values

The carrying value of cash and liquid deposits, debtors, trade creditors, other and sundry debtors and creditors, is equivalent to their fair value.

AUDIT REPORT

**Deloitte
Touche
Tohmatsu**

To The Auckland Museum Trust Board

We have audited the financial report and statement of service performance on pages 7 to 13 and 25 to 38. The financial report provides information about the past financial performance of the Auckland War Memorial Museum and its financial position as at 30 June 2002. This information is stated in accordance with the accounting policies set out on pages 26 and 27. The performance information specifies the performance targets and other measures by which the performance of the Auckland War Memorial Museum can be judged in relation to its objectives.

Trust Board Responsibilities

The Trust Board is responsible for the preparation, in accordance with New Zealand law and generally accepted accounting practice, of a financial report which gives a true and fair view of the financial position of the Auckland War Memorial Museum as at 30 June 2002 and of the results of its operations and cash flows for the year ended 30 June 2002.

The Auckland War Memorial Museum Act 1996 also requires the Board to report the performance targets and other measures by which the Museum's performance can be judged in relation to its objectives.

Auditors' Responsibilities

It is our responsibility, in terms of Section 27 of the Auckland War Memorial Museum Act 1996, to express an independent opinion on the financial report and statement of service performance presented by the Trust Board and report our opinion to you.

Basis of Opinion

An audit includes examining, on a test basis, evidence relevant to the amounts and disclosures in the financial report and statement of service performance. It also includes assessing:

- the significant estimates and judgements made by the Trust Board in the preparation of the financial report and statement of service performance, and
- whether the accounting policies are appropriate to the Auckland War Memorial Museum's circumstances, consistently applied and adequately disclosed.

We conducted our audit in accordance with New Zealand Auditing Standards. We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial report and statement of service performance information are free from material misstatements, whether caused by fraud or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial report and statement of service performance.

Other than in our capacity as auditors and providing certain consultancy advice we have no other relationship with or interests in the Auckland War Memorial Museum.

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Qualified Opinion

We have obtained all the information and explanations that we have required.

As stated in Note 4 on page 34, the Auckland War Memorial Museum has not recognised its collection acquisitions at their cost and has not attributed a monetary value to gifts to the collection. This is a departure from applicable Financial Reporting Standard No 3 – Accounting for Property, Plant and Equipment, which requires that an item of property, plant and equipment must initially be recognised at its cost. It also requires that donated items of property, plant and equipment must be recognised at their fair value at the date of acquisition with the amount of the donation received recognised in the Statement of Financial Performance.

The Auckland War Memorial Museum has not calculated the financial effect of this departure from the applicable Financial Reporting Standard. The cost of collection acquisitions expensed in the current year was \$219,000. Had the Auckland War Memorial Museum adopted this standard, the effect on the financial report would have been to increase the Net Surplus by \$219,000 before depreciation charges. The carrying value of property, plant and equipment would have likewise been increased by \$219,000 before depreciation charges.

There are no practical audit procedures that could be performed to determine the fair value of donated items of property, plant and equipment.

In our opinion:

- proper accounting records have been kept by the Auckland War Memorial Museum as far as appears from our examination of those records;
- except for the effect of the departures from applicable Financial Reporting Standard No 3 as outlined above, the financial report of the Auckland War Memorial Museum on pages 25 to 38:
 - complies with generally accepted accounting practice in New Zealand;
 - gives a true and fair view of the financial position of the Auckland War Memorial Museum as at 30 June 2002 and the results of its operations and cash flows for the year ended on that date; and
- the performance information of the Auckland War Memorial Museum on pages 7 to 13 gives a true and fair view of the achievements in relation to the key performance indicators and other measures adopted for the year ended 30 June 2002.

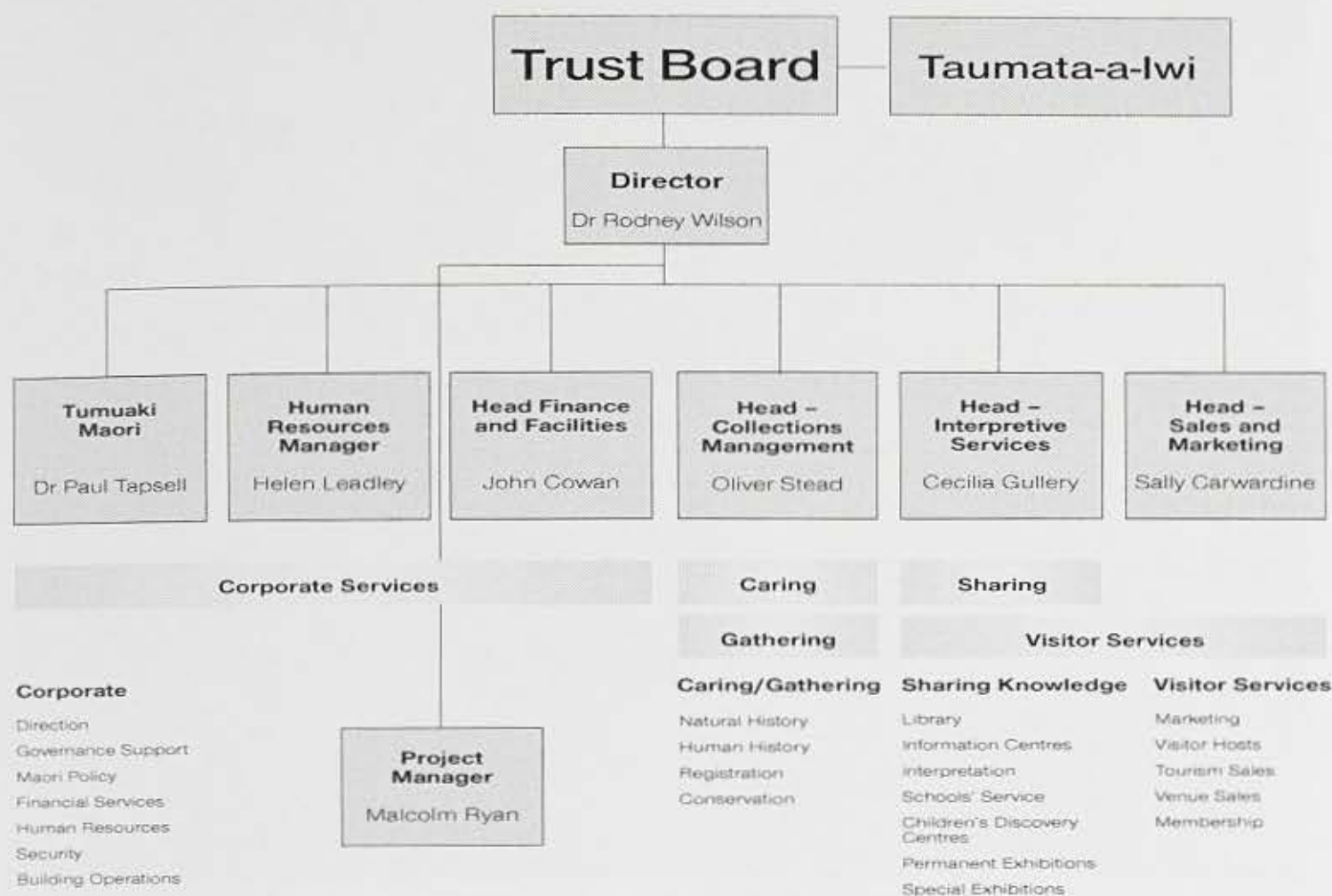
Annual Plan

The Annual Plan 2002 information within the financial report has been agreed to the Auckland War Memorial Museum's Annual Plan document prepared by the Trust Board in terms of Section 22 of the Auckland War Memorial Museum Act 1996.

Our audit was completed on 5 September 2002 and our qualified opinion is expressed as at that date.

Deloitte Touche Tohmatsu

APPENDIX 1: OUR ORGANISATION



Auckland Museum Trust Board at June 2002

Chairman
Deputy Chairman
Members

Bruce Anderson
David Hill
Pauline Colmar
John Coster
Sir Hugh Kawharu
Jennifer Lamm
Jaine Lovell-Gadd
Paul Mullooly
Dr William Randall
Barry Turley

Taumata-a-Iwi

Chairman
Members

Mr Danny Tumahai
Hariata Gordon
Bernard Makoare
Martin Mariassouce
Brownie Rauwhero

Management Executive

Director
Director Maori
Human Resources Manager
Head Collection Management
Head Finance and Facilities
Head Interpretive Services
Head Sales and Marketing

Dr Rodney Wilson
Dr Paul Tapsell
Helen Leadley
Oliver Stead
John Cowan
Cecilia Gullery
Sally Carwardine

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Museum Trust Board members (from left to right): Rodney Wilson, Bruce Anderson, David Hill, Pauline Colmar, John Coster, Jennifer Lamm, Barry Turley, Paul Mullooly, Jane Lovell-Gadd, William Randall, Sir Hugh Kawharu.



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Taumata-a-Iwi (from right to left): Dr Paul Tapsall (Tumuaki), Bernard Makoare (Ngati Whatua Representative – Deputy Chair), Te Puna Tumahai (Ngati Whatua representative – Chair), Kipa Rangiheuea (Kaiwhakahau Mataurangi), Hariata Gordon (Ngati Paoa representative), Sir Hugh Kawharu (Tamata-a-Iwi representative to AMTB), Kataraina Jehly (Curator Maori Assistant), Martin Mariassource (Ngati Whatua representative), Nicola Railton (Administrator). Absent: Brownie Rauwhero (Tainui representative).

APPENDIX 2: TRUST BOARD MEMBERS

Bruce Anderson

Bruce joined the Auckland Museum Trust Board in 1997 and became Chairman in 1999. Bruce's background is in the public sector where he was a leader in the development of local government strategic management and customer service initiatives. He held the position of Chief Executive of Auckland City Council for 13 years. Before that as a professional and chartered engineer, he had a wide range of project engineering, contracts engineering and design engineering experience. Previous positions held include:

Chief Executive Auckland City Council (13 years)

Member of Local Government Commission
Director, Local and Regional Government Research, University of Auckland
Chairman Presbyterian Support, Northern

Barry Turley

Barry is a Chartered Accountant (retired). For many years he held senior managerial roles within the diverse industrial groups of Feltex New Zealand Limited. His interests centre upon improving business performance, marketing, human relations and negotiation. In June 1996 he retired from the position of Chief Executive of Transportation Auckland Corporation Ltd, a Local Authority Trading Enterprise known as the Yellow Bus Company. He was a member of the Divestment Unit established to prepare a plan relating to the Auckland Regional Services Trust's sale of interests in Transportation Auckland Corporation. In 1996 Barry Turley was appointed a member of the Board of Trustees of the Auckland War Memorial Museum, and was elected Chairman in 1997, a role in which he served until 1999. He has remained on the Board and currently chairs the subcommittee re-

sponsible for the proposed Stage II expansion plans.

Pauline Colmar

Pauline's main role on the board is to strengthen the marketing perspective of the Auckland Museum. Her background, co founding Colmar Brunton Research and then specialising in branding and tourism research including the Brand New Zealand project and serving on the boards of various private, government and not-for profit organisations, brings a wealth of experience.

Pauline's current life focuses on her children interspersed with marketing and branding projects.

John Coster

John has a background in arts and heritage. Trained in science and anthropology, he has worked as a silversmith, an archaeologist, and, for a period of seven years, as Museums Liaison Officer at the Museum. He is now a consultant, specialising in strategic planning and feasibility studies for small museums. He also undertakes regular archaeological fieldwork for a range of heritage and development agencies. John is married with two sons and lives in Westmere.

David Hill

David has post-graduate qualifications in anthropology and planning, and has been professionally involved with heritage, historic and environmental planning issues in New Zealand and overseas since 1980, including private and public sector institutional reform. David also speaks Bislama, and has extensive ties with the Pacific – especially Vanuatu, and Tonga where he has developed environmental and resource law matters. Chairman

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of the ministerially appointed Auckland Conservation Board (1996), he has also served as an elected member of the Green Bay High School Board of Trustees and has been a Director at Hill, Young and Cooper – resource consultancy since 1995.

Sir Hugh Kawharu (KT)

Sir Hugh is a kaumatua of Ngati Whatua. Former head of the Anthropology and Maori Studies departments at Massey University (1970-1984) and the University of Auckland (1985-1993), he also served as the Director of the James Henare Maori Research Centre from 1993 to 1995. Sir Hugh is currently Chairman of the Ngati Whatua o Orakei Trust Board (since 1978), a member of the Waitangi Tribunal (since 1986), a member of the Aotea Trust Board (since 1995) and President of the Polynesian Society (since 1993).

Jennifer Lamm

Jennifer is a solicitor currently with ASH. In the past she has worked with NZ Guardian Trust Company, Jackson Russell, the Museum Library, in the Australian computer industry and at the Universities of Auckland and Bath. A Life Member of the Institute, Jennifer Lamm has a life-long interest in history, including heraldry, genealogy, garden history, and rare books and prints. She has a special interest in the law relating to the international trade in cultural property and historic place legislation and compliance, being a member of the Historic Places Trust, the Auckland Civic Trust and the Antarctic Society.

William Randall

William was appointed to the Trust Board in October 2001 and has combined backgrounds in business and science. He has Masters and PhD degrees in biology as well as an MBA in business/finance. William has spent 15 years in banking and finance where he managed the treasury function for a large U.S. investment company (Fidelity Invest-

ments) and most recently where he was the managing director of a New Zealand stockbroking company (ANZ Securities NZ Limited). He has been contracted for the past year by Industry New Zealand during which time he has acted as their biotechnology specialist and produced a discussion document outlining the major issues facing the country's biotechnology industry. William's primary interest lies in helping the country to develop its technological capabilities in science. He is married with two daughters and lives in Remuera.

Jaine Lovell-Gadd

Jaine is a born and bred Aucklander. She has extensive experience in developing and managing regional facilities, with particular emphasis on heritage and sustainable attributes.

With a commerce degree and marketing diploma plus experience across a range of industries including manufacturing, business, local and central government, Jaine brings to the Museum balanced interests from both private and public organisations.

Jaine's particular passion is in creating and protecting facilities for both present and future communities.

Paul Mullooly

Paul is the Director of Finance (CFO) of the University of Auckland and was appointed to the Trust Board in September 2001. He has held senior Financial Management positions within a diverse range of industries particularly those undergoing significant re-engineering as a result of industry deregulation and globalisation.

Paul is a member of the New Zealand Institute of Directors and has been awarded the Certificate in Company Direction by the Institute. As Chairman of the Finance and Audit Committee, Paul takes an active role in the oversight of the Museum's financial management and planning processes.

APPENDIX 3: 2000/2001 MUSEUM STAFF



DIRECTORS OFFICE

Director

Dr Rodney Wilson

Secretary

Bridget Smith

MAORI VALUES

Tumuaki Maori

Dr Paul Tapsell

HUMAN RESOURCES

Human Resources Manager

Helen Leadley

Volunteer Coordinator

Geraldine Elliott

PROJECT MANAGEMENT

Project Manager

Malcolm Ryan

FINANCE AND FACILITIES

Head – Finance and Facilities

John Cowan (prev. Financial Controller)

Head – Facilities

Michael Evans (p)

Finance and Administration

Accounting Manager

Jacqui Paterson

Accounts Clerks

Helen Phillips

Pam Towers

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Receptionist

Margaret Most

Administration Assistant

Winnie Noronha D'Costa

Audio Visual**AV Technician**

Ian Crawshaw

AV Assistant

Rob Lagden

Safety and Security**Manager – Safety and Security**

Gordon Gullery

Senior Security Officer

John P Clark

Full-time Security Attendants

Manas Leuluaialii, Michael McGarry,
Cindy Pocock-Smith, Bruno Rubini,
Graeme Te Ao (*p*)

Part-time Security Attendants

Brian Craig (*p*), Tim Whitehead

Custodians

John Adams, Robert Bell, Roy Boxall

Building Systems**Building Systems Manager**

Dallas Tolich

Maintenance Technician

Jonathan Curwain

Cleaner

Shane Jacob

COLLECTION MANAGEMENT**Head – Collection Management**

Oliver Stead

Human History**Curator – Applied Arts**

Louis Le Vaillant

Human History Technician

Tania Walters (*p*)

E. Earle Vaile Archaeologist

Dr Nigel Prickett

Archaeology Technician

Kath Prickett

Curator – Ethnology

Dr Roger Neich

Curator – Pacific

Fuli Pereira (prev. Assistant Curator – Ethnol-
ogy)

Ethnology Technician

John Tepu

Curator – Maori

Chanel Clarke

Curator – History

Rose Young

Curator – Pictorial Collections

Gordon Maitland

Assistant – Pictorial Collections

Barbara Spiers

Natural History**Curator – Botany**

Ewen Cameron

Botany Technician

Mei Nee Lee

Curator – Entomology

John Early

Entomology Technician

Rosemary Gilbert

Curator – Land Vertebrates

Dr Brian Gill

Curator – Marine Biology

Dr Carol Diebel

AWMM Ann Report 2001 to 2002

Natural History Technician

Marine Biology Collections
Todd Landers

Collection Services

Registrar

Laura Vodanovich

Registration Technician

Nicola Jennings

Senior Conservator

Julia Gresson

Exhibitions Conservator

Merv Hutchinson

Objects Conservator

Annette McKone

Conservation Technician

Janine Leighton

Preparator

David Weatherley

Grant funded positions

(longer than 6 months)

Funded from Marsden Grant

Wilma Blom, Nicola Railton

Funded by Lotteries Grant

Faith Chisholm, Gillian Driver,
Shaun Higgins, Patricia McGregor,
Anna Mulholland, Tracy Rudd,
Maureen Sole, Celia Walker

INTERPRETIVE SERVICES

Head – Interpretive Services

Cecilia Gullery

Interpreters

Natasha Beckman
Lucinda Blackley

Services to Schools (LEOTC)

Manager – Services to Schools LEOTC

Sarah Ross (*p*)
Dianne Northcott

Educators

Florence Hassall
Jorie Zwart

Bookings Administrator

Kathryn Hayward
Leonie Garmaz

Exhibitions

Exhibitions Manager

John Haydn

Display Artists

Andrew Mayo
Max Riksen
Mike Huaki

Display Technicians

Wayne Ferguson
Grant Rewi

Graphic Artist

Natalie Guy (*p*)

Photographer

Krzysztof Pfeiffer

Discovery Centres

Team Manager – CDC

Virgil Evetts

Programme Manager – CDC

Megan Williams

Graphics and Membership Co-ordinator

Damon Keen (*p*)
Joanne Lees (prev. Marketing Assistant)

Full time Facilitator

Venissa Faliu Freesir
Part-time Facilitator
Glenys Stace

Library and Information Services

Manager – Library Services

Bruce Ralston

Librarian – Manuscripts/Archives/ Records

Dr Alistair Carlile

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Reference Librarian

Diane Gordon

Librarian – Collection Management

Maureen Sole (*p*)

Librarian – Interloans

Sandy Sparks (*p*)

Library Assistants

Phillip Allen

Gabrielle O'Connor

Manager – Armoury

Heather Stone

Armoury Assistants

Gabrielle Fortune

Vincent McKanny

Jennifer Philson

John Ross

Matapuna (Natural History Information Centre)**Manager**

Steve McCraith

Matapuna Assistants

Martin Collett

Michael Eagle

Benn Jamieson

SALES AND MARKETING**Head – Sales and Marketing**

Sally Carwardine

PR/Sponsorship Manager

Karyn Clare

Manager – Sales, Tourism and Hospitality

Bruce Kenny

Meryle Kenny

48**Sales Coordinator**

Simon Rawlinson (*p*)

Events Coordinator

Nicola Scott

Bookings Administrator

Michele Nickolls

Visitor Services**Manager – Museum Admissions**

Christina Tschagowetz –Brown (*p*)

Senior Visitor Hosts

Tony Cheetham (*p*)

Leanne Castle

Full-time Visitor Hosts

Goran Kitanovic, Lianne Moore (*p*),

Rebecca Reid

Part-time Visitor Hosts

Vasiti Camaibau, Brendon Young (*p*)

Retail**Retail Manager**

Peter Hewitt (*p*)

Robyn Mulgrew

Assistant Manager

Jane Buxton (*p*)

Full-time Sales Assistants

Lorna Carter, Matthew Clark,

Daniel Hildreth

Part-time Sales Assistants

Jaclyn Druitt (*p*), Kazumi Oshida,

Alicia Slater (*p*)

Note:

- i) (*p*) indicates previously employed in this position
- ii) This list comprises all staff employed on a permanent basis and those employed for a period of greater than six months duration in the 01/02 year.

The Auckland War Memorial Museum has a permanent (full and part time) staff establishment of 99 FTE.

APPENDIX 4: MUSEUM VOLUNTEERS

Applied Arts

Paul Brobbel, Peter Chan, Michael Cheyne, Lyndsay Fenwick, Leonie Garmaz, Sheree Gentil, Suliana Jacobsen, Tane McManus, Lianne Moore, Mahe Mueller-Stoy, Michelle Osborne, Margaret Oldham, Sarah Peterson, Theresa Riordan, Rigel Sorzano, Jean Voon

Archaeology

Kate Hill, Elise Edwards, Tanya Ramezani

Armoury

Grant Anderson, Richard (Dick) Ashton, Edward Bolton, Jim Breach, Jim (Harold) Brown, Jim Buckland, Geoffrey Burton, William Carroll, Jane Christie, Douglas Clark, Gaye Collington, Malcolm Courtney, Dorothy Donaldson, Grayson Finlayson, Herbert Garnett, William Groves, Judith Hislop, Paul Hobbs, Leslie Hughes, Don Jamieson, Ron Johnstone, John Kirby, Barbara Koller, Don Lamont, George Lawson, Bluey Logan, Cyril Lorimer, Brian McKanny, Richard Pepper, Don Renner, Eddie Robertson, John Ross, Warren Schrader, Bill Senior, Sinclair (Bill) Shearer, John Starr, Patricia Stroud, Andy Tolich, Marjorie Traill, Jim West, John White, John Wright, Nesta Wright

Botany

Chris Ashton, Joan Dow, Colleen Foster, Kay Haslett, Wendy Patterson, Meryl Wright, Rhys Gardner (Research Associate)

Discovery Centre

Mary Hyde, Alma Turner

Education

Heni Goldsmith, Sylvia Leggett

Ethnology

Karl Bowers, Karl Paraha, Isabel Mulholland

Entomology

David Ensor, Teresa Marchant, Stephen Thorpe, Darren Ward, Keith Wise Research Associate

Exhibitions

Gabriel Haydn, Wilma van Heeswijk

Geology

Carolyn Rickards

History

Zarah Burnett, Judith Hislop, Helen Mears, Lynne Robertson

Information Services

Ariane Craig-Smith, Warwick Julian, Audrey Maddox, Cecilia Marks, Sheryl Watkin, Andrea Whyte

Land Vertebrates

Kathy Barrow, Elinor Duff, Ramola Prasad, Michael Taylor

Library

Marie Anderson, John Bellingham, Pat Bond, Nancy Croad, Nancey O'Reilly, David Simmons, Wilson Smaill, Kathy Barrow, Elinor Duff

Marine Biology

Marlene Ainley, Nick de Carteret, Noel Gardner, Norm Gardner, Sue Hawkeswood, Margaret Morely Research Associate, Justine Saunders Research Associate, Nancy Smith, Rae Sneddon, Glenys Stace, Fiona Thompson

Matapuna

Bridgett Angel, Cathy Barrow, Martin Collett, Elinor Duff, Sue Hawkeswood, Michael Glass, Bill Griffiths, Jean Hatch, Jugdis Hira, Neville Joyce, Audrey Maddox, Dougie Macalister,

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Lawre Taylor, Bill Tucker, Alma Turner, Tony Williams

Paleontology

Mike Eagle Research Associate

Pictorial Collection

Anne Bangma, Joan Brock, Jenny Buchan, John Clare, Melissa Cruickshank, Sarsha-Leigh Douglas, Gillian Driver, Elise Edwards, Robin Elliott, Jan Hawkins, Noni Kenny, Betty Maddock, Tanya Ramezani, Nicole Rogers, Nicole Siegel, Mark Wirzman,

Information Desk

Dianne Aubin, Beverley Batkin, Annette Bierre, Helen Barlow, Kirsten Bojsen-Moller, Suzanne Boyes, Shirley Brabant, Ann Bray, Romeo Chungson, Sue Cross, Owen Diggelman, Margaret Dale, Anna Ferguson, Robin Flynn, Daphne French, Sheila Gray, Bill Griffiths,

Patricia Hall, John Hammond, Katherine Harkness, Adrian Hart, Sue Hawkeswood, Jo Hitchcock, Jill Hodgkinson, Irena Hodgson, Monica Hunt, John Hyde, Mary Hyde, Stella Isbey, Maureen Jones, Diane Kan, Ian Kendall, Patricia Little, Dougie Macalister, Audrey Maddox, Tom Matthews, Alette Mead, John Michaels, Raywyn Newton, Marion O'Brien, Helen Penn, Olivia Pepa, Joanna Prosser, John Robertson, Carmen Savage, Maureen Spencer, Lawre Taylor, Jan Truscott, Bill Tucker, Alma Turner, Gwynne Urquhart, Sheila Weight, Colleen Williams, Marion Wood

Guides

David Baker, Suzanne Boyes, Sonia Davidson, Barry Ensor, Michael Glass, Sheila Gray, Lola Gregory, Bill Griffiths, Patricia Hall, John Hammond, John Michaels, Michael Penn, Gwynne Urquhart, Sheila Weight, Colleen Williams

APPENDIX 5: HONORARY POSITIONS

Fellow of the Auckland War Memorial Museum

Dr Janet Marjorie Davidson
Dr Michael King
Dr John Morton
Jeremy Salmond
Dr Ranginui Walker

Companion of the Auckland War Memorial Museum

Sheila Mary Weight
Dr Lindo Ferguson
Rev. Dr Takutai Wikiriwhi

Associate Emeritus of the Auckland War Memorial Museum

Trevor James Bayliss
Enid Annie Evans
Evan Graham Turbott
Keith Arthur J Wise
Mick Pendergrast
Katrina Stamp

Honorary Associates

Michael Eagle
Aileen Fox
Dr Rhys Gardner
Jeanne Goulding
Les Kermode (deceased)
Margaret Morley
David Smith

APPENDIX 6: INSTITUTE COUNCIL

President

Lawre Taylor

Finance

Glenys Stace
Tom McGhie

Learned Society

Gavin Fisher
Graham Foster
Pat Dale

Membership Development

Arthur Haughey Vice President
Glenys Stace
Jack Grant-Mackie
Hugh Grenfell – *Taking it to the streets*

Programmes Liaison

Michael Taylor
Rosa Tyson
Peter McConnell

Staff Representatives

Carol Diebel
Heather Stone

APPENDIX 7: MUSEUM CIRCLE

Patron

Sir Edmund Hillary

Trustees

Lyndy Sainsbury

James Wallace

Peter Webb

Anna Nathan

David Nicoll

Peter Hays

Committee

Jill Rothwell

Antonia Horrocks

Phillippa Mossman

Michael Fisher

Georgie Caughey

APPENDIX 8: PUBLICATIONS

Publishing Consultant

David Ling

In-house Publications

Blackley, L. & Pfeiffer, K. 2002: *Auckland War Memorial Museum Guide*.

Lees, J. (Ed) *Dinomites Club Magazine* (quarterly)

Annual Report

Annual Plan

Museum Quarterly

Education Kits:

- Unique New Zealand
- Antarctica
- Birds (Kiwi, Moa and more)
- Te Mahi Kai (Maori food gathering)
- Te Ao Kohatu o Te Maori (traditional Maori technology)
- Whales, Dolphins and Penguins.

Joint Publications

Delliott, R. & Kidd, H. 2001: *The Logans: New Zealand's Greatest Boatbuilding Family*. Auckland, David Ling.

Stead, O. (Ed) 2001: *150 Treasures*. Auckland, David Bateman.

Staff Publications

Cameron, E.K. 2001: Hunua ferns: one addition, one subtraction. *Auckland Botanical Society Journal* 56(2): 65.

Cameron, E.K. 2001: Edward Benedict Bangerter, 1911-2001. *Auckland Botanical Society Journal* 56(2): 86-87.

Cameron, E.K. 2001: Auckland Museum Herbarium (AK) report for 2000-2001. *N.Z. botanical Society Newsletter* 65: 24-26.

Cameron, E.K. 2002: Lucy Cranwell Lecture 2001 – Introduction [Ken Hill]. *Auckland Botanical Society Journal* 57(1): 1.

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Gardner, R.O. 2002: *Cordyline ledermannii* (Agavaceae) of New Guinea. *Auckland Botanical Society Journal* 57(1): 226-27.

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Gill, B.J. 2000. Morphometrics of moa egg-shell fragments (Aves: Dinornithiformes) from Late Holocene dune-sands of the Karikari Peninsula, New Zealand. *Journal of the Royal Society of N.Z.* 30(2): 131-145.

Gill, B.J. 1999(=2000). History of the Land Vertebrates Collection at Auckland Museum, New Zealand, 1852-1996. *Records of the Auckland Museum* 36: 59-93.

Gill, B.J. 2000. Sibson, Richard Broadley 1911-1994. pp. 472-473. In: Orange, C. (ed.) *The Dictionary of New Zealand Biography. Volume 5. 1941-1960*. Auckland University Press, Auckland.

Gill, B. 2001. Tiri birds at the Auckland Museum. *Dawn Chorus* (newsletter of the Supporters of Tiritiri Matangi Inc.) 45: 10.

Gill, B.J. 2001. Size and scope of the bird collections of New Zealand museums. *Notornis* 48(2): 108-110.

Gill, B. 2001. Die Papageien Neuseelands [New Zealand parrots]. *Papageien* 7/2001: 240-244.

Gill, B.J.; Bejakovich, D. & Whitaker, A.H. 2001. Records of foreign reptiles and amphibians accidentally imported to New Zealand. *N.Z. Journal of Zoology* 28(3): 351-359.

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Hayward, B. W, & Morley M. S. 2002: Intertidal biota of the proposed Nga Motu Reserve, New Plymouth *Poirieria* 28: 1-11

Hayward, B. W.; Morley, M. S.; Blom, W.; Grenfell, H. R.; Smith, N.; Rogan, D.; & Stephenson, A. B. 2002: Marine biota of Raglan, Waikato Coast *Poirieria* 28: 1-16

Heenan, P.B.; de Lange, P.J.; Cameron, E.K.; Champion, P.D. 2002: Checklist of dicotyledons, gymnosperms, and pteridophytes naturalised or casual in New Zealand: additional records 1999-2000. *NZ Journal of Botany* 40: 155-174.

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Morley, M. S. & Raven, J. I. 2001: Marine molluscs from Cape Kidnappers, Napier, Castlepoint and the Wairarapa coast to Cape Palliser *Cookia* 12: 47-60

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The following local authorities meet the net operating cost of maintaining, operating and developing the Museum:

Auckland City, Manukau City, Waitakere City, North Shore City, Rodney District, Papakura District and Franklin District. The Museum Trust Board is grateful for the support and advice provided by the members of the Electoral College who approve the annual Museum levy.



AUCKLAND CITY



Franklin
DISTRICT COUNCIL



Te Kaunihera o
MANUKAU
City Council



NORTH SHORE CITY



Rodney
DISTRICT



Waitakere City Council
Te Taiao o Waitakere

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